

# SPONSOR'S 11<sup>TH</sup> ANNUAL TV/RADIO BASICS

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*Where  
there's a  
Storz  
station...  
there's  
audience*

In each of these major markets more radios are tuned to the Storz Station than to any other.

Minneapolis-St. Paul . . . WDCY = 1  
*Hooper, Trender, NFL Area - all day  
Pulse in the afternoon.*

Kansas City . . . WHB = 1  
*Metro Pulse, Nielsen, Trender, Hooper,  
Area Nielsen, Pulse.*

New Orleans . . . WTXN = 1  
*Hooper, Pulse.*

Miami . . . WQAM = 1  
*Hooper, Pulse, Trender*

WDCY, Minneapolis-St. Paul  
WHB, Kansas City  
WQAM, Miami

*Represented by John Blair & Co.*

THE STORZ STATIONS

● TODD STORZ, PRESIDENT

WTXN, New Orleans

*Represented by Adam Yotano, Inc.*

PART TWO  
OF SPONSOR  
7 JULY 1957

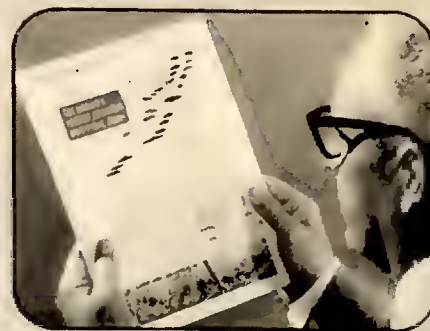


THE  
**WHEELING**  
INDUSTRIAL EXPANSION  
STORY BOARD

The *Wheeling* Story is a story of *Expansion! Growth! Progress!* The Upper Ohio Valley is truly one of the fastest growing markets in America!



The Wheeling Industrial Expansion Story has been *news* in leading publications and read by millions of American business men.



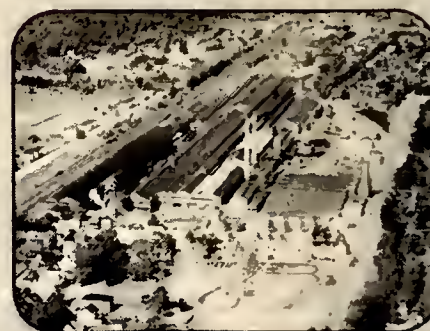
As an advertiser, this story is important to you because industrial expansion means new employment — added people — *increased buying power*—obsoleting any market figures published as recently as six months ago.



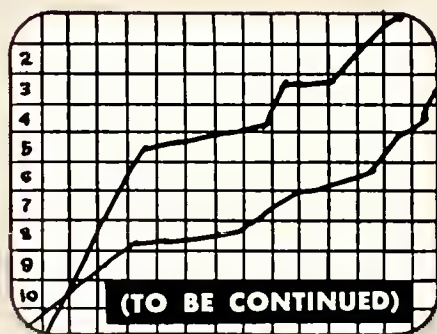
And the story continues to unfold. For instance . . . when completed, Weirton Steel will have the world's fastest cold reducing Tandem Mill—creating new jobs for its 13,500 employees.



Olin-Mathieson Chemical's 1,100 acre plant, originally planned for annual 60,000 ton capacity, has already expanded to produce 180,000 tons yearly



The advertising medium covering this expanding area *best* is WTRF-TV—far and away the #1 Station in every accepted audience measurement.



As buying power soars—so can your sales soar in this expanding market—if you tell your story to the vast, interested audience on Channel 7.

"a station worth watching"

**wtrf tv**  
**7**  
CHANNEL

Wheeling 7, West Virginia



316,000 watts  
Equipped for network color

For availabilities and complete coverage information—call Bob Ferguson, V. Pres. and Gen. Mgr., or Needham Smith, Sales Mgr.—Wheeling Exchange—CEdar 2-7777—or any George P. Hollingbery Co. Representative.

**reaching a market that's reaching new importance!**



These convenient index tabs (no adhesive necessary) will make it easy to use the 9 sections of **BASICS**

**INSTRUCTIONS:** The nine tabs at right will serve as our index for each of the sections of Tv and Radio Basics. Simply remove the tabs by cutting along perforations. Remove backing to expose adhesive (it needs no moisture, sticks on contact). Then press each tab in place along edge of that section's introductory page. Fold each tab in half on black line and attach to front and back of page. Most convenient way to affix tabs is to start from back of book and work forward. Fix tab in same relative position as shown at right. Thus tab for section 9 will be flush with page bottom; tab for section 1 will be flush with top of page.

**REPRINTS** of Basics sections and Timebuyers of the U.S. are available. See page 245 for price and details on how to order Basics reprints.

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2. Film Status Report  
3. Tv Basics  
4. Film Basics  
5. Color Basics  
6. Radio Status Report  
7. Radio Basics  
8. Industry Basics  
9. Timebuyers of the U.S.

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*Trends culled from Tv Radio and Film Basics Sections in the 1956*

## ING BASICS

ies of network tv, its lure for advertisers

goes to the webs. Out of a total advertiser ex-  
56, \$660 million was placed on the network  
of McCann-Erickson's Central Research Depart-  
mental costs.

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ewing time was spent watching network spon-  
figure was 49.5%.

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15-million-set year since 1948.

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n 1956.

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major markets.

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markets with similar data published in sponsor's  
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&, according to Nielsen.

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ring Sunday evening men and women listeners

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the level in radio-tv homes. This is a Nielsen  
find this year.

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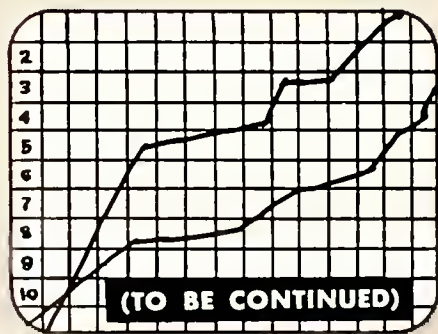
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As buying power soars—so can your sales soar in this expanding market—if you tell your story to the vast, interested audience on Channel 7.

reaching a market t



# NEWSMAKING BASICS

Copyright 1957  
SPONSOR PUBLICATIONS INC

With all the talk about the headaches of network tv, its lure for advertisers is undiminished.

More than half of all tv spending still goes to the nets. Out of a total advertiser expenditure figure of \$1,225 million during 1956, \$660 million was placed on the networks.

These figures are preliminary estimates of McCann-Erickson's Central Research Department. They include time, program and commercial costs.

Network tv sponsors are getting a bigger slice of the viewing pie than ever, Nielsen figures show.

During February 1957 52.5% of all viewing time was spent watching network sponsored programs. The previous February the figure was 49.5%.

If radio set production continues at the pace marked in the first four months of 1957, the industry will hit the first 15-million-set year since 1948.

Production through April, RETMA figures reveal, came to 5,075,130, compared to 4,525,225 during the corresponding period in 1956.

The flood of classy movie packages hasn't made much of a dent in the number of syndicated film shows run weekly in major markets.

Broadcast Advertisers Reports data for the first quarter of 1957, covering 14 markets, show a range of 36 shows weekly (in Philadelphia) up to 115 (in New York). A comparison of the figures in seven of these markets with similar data published in SPONSOR's Fall Facts Basics of 1956 reveals an increase in the number of shows in four cases, a decrease in two cases and no change in one.

U. S. homes using auto radios during high auto traffic periods last summer numbered about 1.5 to 2 million homes, according to Nielsen.

As might be expected men listeners predominated during the early morning and late afternoon periods during the week, while during Sunday evening men and women listeners were about equal.

What's the level of nighttime listening in radio-only homes?

It's a safe bet that not one timebuyer in a hundred would be able to tell you offhand. The answer: 21%, more than three times the level in radio-tv homes. This is a Nielsen in-home figure for the January-February period this year.

Are there more long sponsored shows in night time network tv? Definitely. There were 64 hours per month of 60-minute shows during the spring of 1955, 74 hours in 1956 and 94 hours in 1957.

As for 90-minute programs, the hours per month came to four, 12 and 13, respectively. In the meantime, hours devoted to 30-minute shows went up slightly from 1955 to 1956 and then declined 20 hours per month in 1957.

Though in-home radio listening doesn't change much through the year (even in radio-only homes), it is interesting to note that the May-June period last year represented a peak in listening in radio-tv homes and a low point in radio-only homes. These figures are from Nielsen's national Audimeter sample.



**Nighttime network tv advertisers are increasingly interested in getting into the smaller video markets.**

This is made clear by a perusal of station lineups during this past season compared to the previous season. They're definitely bigger.

The reason can't be newly-opened tv markets since there have been few of these recently.

As an example of the station lineup picture, take the top 25 ARB shows as of December 1955 which were still on the air the following December. Of the 22 still on the air, 18 increased their lineups; three remained with the same tally; one was reduced. Fifteen of the shows added **10 stations or more.**

Biggest increase was in Godfrey's *Talent Scouts*, which leaped from 100 to 170. Reason was Toni's success in talking alternate sponsor Lipton into putting ad pressure in the South.

Biggest surprise was the slicing of *Disneyland's* lineup from 175 to 138.

**The growing importance of auto listening is underlined by the increasing share of the radio set market being grabbed by auto radios in recent years.** This is shown in RETMA data on retail sales of home sets and manufacturers' sales of radios to auto makers (which is the closest figure to retail auto radio sales available).

Before 1951, auto radio sales amounted to less than half of home radio sales. This increased until **1955, when auto radio sales were 99% of home set sales.** In 1956, the ratio dropped to 60% and during the first four months of this year the figure was 85%.

**Out-of-home radio listening during the winter has gone up about 35% during the past five years.**

Pulse figures covering 28 top markets show the median percent of homes listening out of home during the **winter of 1957 was 4.2 compared with 3.1 in 1951.**

This data includes all kinds of out-of-home listening, from listening at work to listening while visiting other homes.

**It's no secret that I.D.'s, because of their length, are among the most economical buys on tv (if they fit your ad requirements).**

But it took TvB to document this in a large-scale study.

Here are some cost-per-1,000-homes-reached figures for 13-week buys: 81¢ per for two a week at 4:30 p.m. in the top 50 markets; \$1.06 per for five a week at 8:30 p.m. in the same number of markets; \$1.05 for two a week at 10:30 p.m. in the top 100 markets.

A note to the raised-eyebrow set: These figures are for the highest-rate station in each market. They're strictly rate card—no announcement packages included.

**Interesting question: Why do a greater percent of Eastern time zone viewers watch late-evening tv than those in other time zones?**

Is it because they stay up later? Is it because they like a tv nightcap? Or, is it a reflection of tv program schedules, particularly the networks'?

Here are some figures. You supply the answer.

ARB homes-using-tv figures during December 1956 show that between 11:00 and 11:15 p.m. Eastern time zone viewing is at a 40% level; Central zone, 14%; Pacific, 20%.

Hint: During the 15 minutes following 7:00 p.m., Eastern viewing is lower than in the other two time zones.

**Network tv costs haven't discouraged sponsors in the least.**

The number of nighttime sponsored hours per month has been rising steadily.

Two seasons ago monthly hours totaled 261, during the season before last it was 276 and **this past season the figure was 286.** Source of this is Nielsen; figures cover spring data in each season.



“Let us  
raise a standard to which  
the wise and honest  
can repair”

*G. Washington*

1787



KUDNER AGENCY, INC.

NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON



Nighttime spot radio rates have been more than halved since 1950 while daytime rates have declined only 6%. This is the picture turned up by The Katz Agency's annual study of rate trends on its represented stations.

The study, covering 1 January of each year, also shows a 2% rise in daytime rates from 1956 to 1957 and a 5% drop in nighttime rates during the same period. Daytime figures do not cover high traffic hours.

The mortality rate of nighttime network tv shows is underlined by these figures about 58 new programs introduced during the 1952-53 season.

Only eight or 14% were still on the air during the past season. Nielsen took the trouble to collect this information.

A question of interest to sponsors of features is how much viewing goes up in late night weekend slots compared with weekday periods. ARB viewing figures based on local time in three time zones (Eastern, Central and Pacific) disclose that a 50% rise on Friday and Saturday nights is common while hikes of 100 and 200% are not unusual.

The viewing figures are for December, 1956, cover two 15-minute periods: 11:15 to 11:30 p.m. and 12:15 to 12:30 a.m.

The effect of summer driving on raising total hot weather radio listening is illustrated by these Nielsen figures comparing audiences during July 1956 and January 1957. The data below shows millions of homes during the average minute:

	MORNING (Mon.-Fri.)		AFTERNOON (Mon.-Fri.)		NIGHT (7 days)	
	July	Jan.	July	Jan.	July	Jan.
Auto-Plus	1.4	1.2	1.8	1.5	1.5	1.0
In-Home	5.2	6.6	6.1	6.2	4.0	4.1
Total	6.6	7.8	7.9	7.7	5.5	5.1

It looks like network tv's adolescence is over—that is, if you define adolescence as a period of fast growth.

Take a look at PIB gross time billings for the first four months of the year: They're running less than 8% ahead of the corresponding period in 1956.

Gross time billings for all of 1956 were 20% over the preceding year.

True, PIB figures are no accurate measure of advertiser spending or network income. But they are useful indicators in making such comparisons as those above.

The widespread assumption that alternating sponsorships have been steadily increasing is not borne out by the facts. While there was a big jump in alternate sponsorships from the 1954-55 season to the 1955-56 season, there was a decline (though not large) during the 1956-57 season.

You'll have to take Nielsen's word for it: The figures, in terms of sponsored hours per month in nighttime network tv are 64, 91 and 85 for the three successive seasons with calculations being made in the spring of each season.

Total U.S. homes have finally hit the 50 million mark, according to Nielsen estimates, with 48.2 million radio homes as of 1 July.

In 1949 U.S. homes totaled 42.6 million with 40.2 million radio homes (and only a scattering of tv homes).

It's hard to get advertisers excited about weekend daytime network tv.

PIB billings through April for this year came to \$7.9 million. During the same period a year ago, the figure was \$8.2 million.



**Largest Audience  
of any TV station  
in New England**

**wnac-tv**  
**Boston**

**Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.**



# THE FIRST HUNDRED MILLION DOLLAR YEAR

**A** few months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programing—every type of commercial.

Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

**McCann-Erickson, Inc.**

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

## Network and Regional TV Programs

### NIGHTTIME

#### Special Programs

Cinderella  
Festival of Magic  
Five Stars for Springtime  
The Great Sebastians  
Mayerling  
Mr. Broadway  
Romeo and Juliet  
Ruggles of Red Gap  
Shower of Stars

#### One Hour

Climax  
Disneyland  
Jackie Gleason Show  
Robert Montgomery Presents  
Studio One  
Warner Brothers Presents  
Wednesday Night Fights

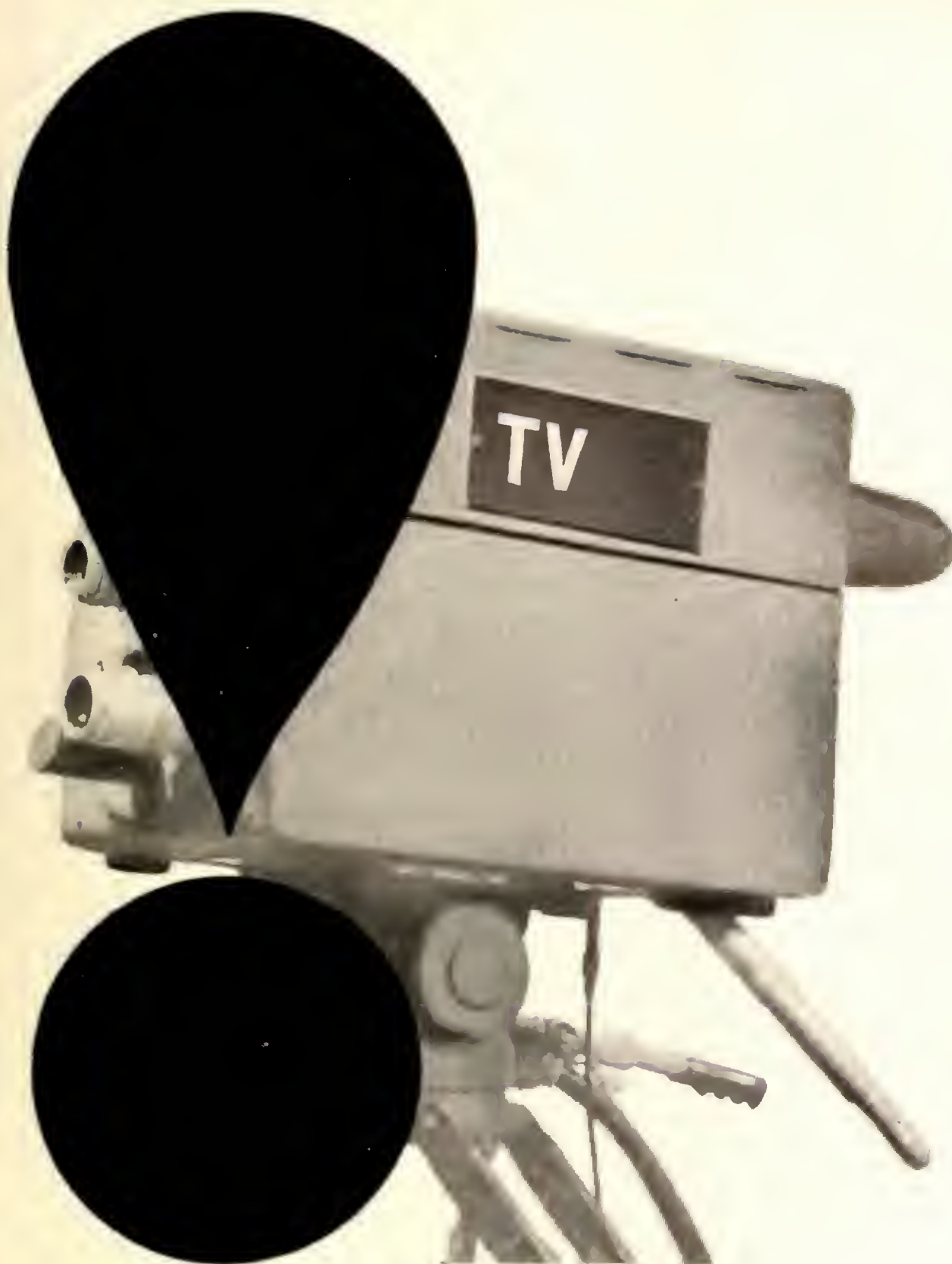
#### Half Hour

Adventures of Jim Bowie  
Crunch and Des  
Death Valley Days  
Dragnet  
Esso Golden Playhouse  
Lone Ranger  
National Biscuit Theatre  
Panic  
Texas in Review  
Whirlybirds

#### Quarter Hour

Esso Reporter  
Powerland U.S.A.  
Sohio Reporter





### Clients using other than Network Programs:

#### DAYTIME

Special Programs  
Game of the Week  
  
Half Hour  
Lone Ranger  
Sky King  
  
Quarter Hour  
Bob Crosby  
Garry Moore  
Home  
House Party  
It Could Be You  
Mickey Mouse Club  
Ohio Story  
Our Miss Brooks  
Price is Right  
Queen for A Day  
Tennessee Ernie Ford  
Today  
Valiant Lady

#### TELEVISION

American Safety Razor Corp.  
American Trust Co.  
Bell Brand Foods, Ltd.  
Bulova Watch Co.  
California Packing Corp.  
California Spray Chemical Corp.  
California Wine Association  
Chesebrough-Pond's Inc.  
Chrysler Division  
Cleveland Electric Illuminating Co.  
Coca-Cola Bottling Companies  
(Various Cities)  
Columbia Records Inc.  
Columbus & Southern Ohio  
Electric Co.  
Cowles Magazines, Inc.  
Esso Standard Oil Company  
Gray Drug Stores, Inc.  
  
Liggitt & Myers  
Lincoln Bank & Trust Co.  
Lucky Lager Brewing Company  
Mead-Johnson & Co.  
The Mennen Company  
Milk Foundation, Inc.  
National Biscuit Company  
(Various Products)  
National Lead Co.  
The Nestlé Company Inc.  
(Various Products)  
Ohio Bell Telephone Company  
Pacific Power & Light Company  
Rival Packing Co.  
S. O. S. Company  
Southern California and Southern  
Counties Gas Companies  
Standard Oil Company (Ohio)  
Stegmaier Brewing Co.  
Swift & Company

#### RADIO

Allied Chemical & Dye Corp.  
Barrett Division  
American Safety Razor Corp.  
American Trust Co.  
Bulova Watch Co.  
California Packing Corp.  
(Del Monte)  
California Spray Chemical Corp.  
California Wine Association  
Central Vermont Railway  
Chesebrough-Pond's Inc.  
Chrysler Division  
Cleveland Electric Illuminating Co.  
Coca-Cola Bottling Companies  
(Various Cities)  
Columbia Records Inc.  
Cowles Magazines Inc.  
Esso Standard Oil Co.  
Gray Drug Stores, Inc.  
The Halle Bros. Co.  
Hamden Brewing Co.  
Humble Oil Co.  
Liggitt & Myers  
Lucky Lager Brewing Company

Lyon Tailoring Inc.  
Manufacturers Trust Company  
Mead-Johnson & Co.  
The Mennen Company  
The Milk Foundation  
The Milnot Co.  
National Biscuit Company  
(Various Products)  
National City Bank of Cleveland  
The Nestlé Company Inc.  
(Various Products)  
Norwegian Cannery Assoc.  
Ohio Bell Telephone Company  
Pacific Power & Light Company  
Rival Packing Co.  
Seck & Kade Inc.  
S. O. S. Company  
Southern California and Southern  
Counties Gas Companies  
Standard Oil Company (Ohio)  
Stegmaier Brewing Co.  
Swift & Company  
Tidy House Products Co.





## WAY OUT FRONT IN SOUTH TEXAS

In the fast-moving South Texas market, KONO Radio is way out front with 49% penetration (NCS No. 2) and increasing the lead with every step as more and more new program innovations are introduced. So if you're in the race for sales in the big 51-county South Texas market, put your money on KONO...through your H-R or Clarke Brown man.

## 49% PENETRATION IN SAN ANTONIO'S HOME COUNTY

860 kc 5000 watts



SAN ANTONIO

Radio

## TV/RADIO BASICS July 1957

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Elaine Couper Glenn

### VP-Assistant Publisher

Bernard Platt

### General Manager

Arch L. Madsen

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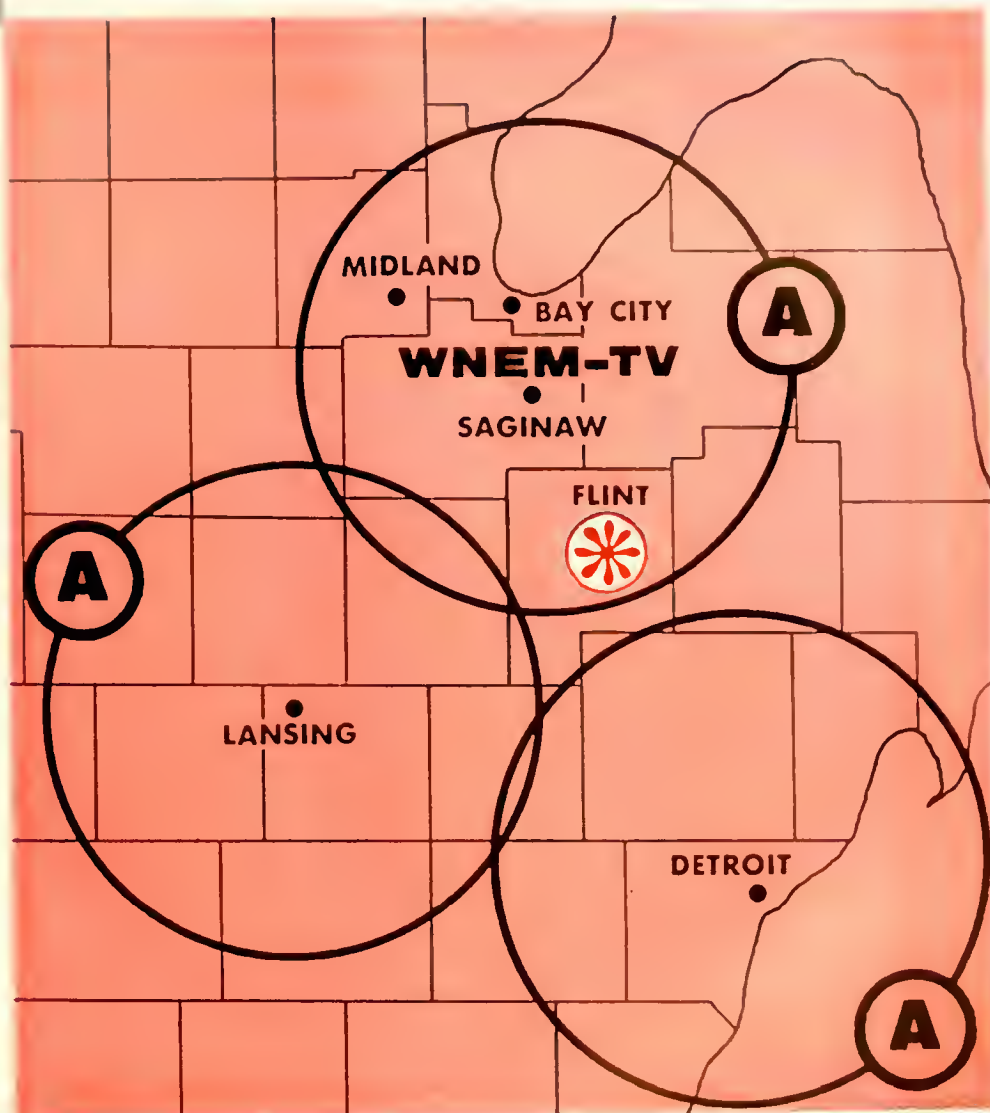
A close look at the enlarged television coverage map of WNEM-TV and stations in adjacent markets reveals the TRUTH of the following:

**POSITIVELY . . . WNEM-TV CHANNEL 5 IS THE ONE AND ONLY TELEVISION STATION COVERING FLINT WITH A GRADE A SIGNAL.**

The coverage map speaks for itself, but we welcome any further inquiry you might have regarding television service in this rich market. We'll be glad to supply you with, not claims, but POSITIVE PROOF.\*

WNEM-TV also is the only TV station delivering a Grade A signal to the combined market made up of Flint, Saginaw, Bay City and Midland . . . the heart of Michigan's 2nd Market, the nation's 19th Industrial Market.

*\*Additional evidence on file in applications at the FCC in Washington.*



**See Your Petryman**

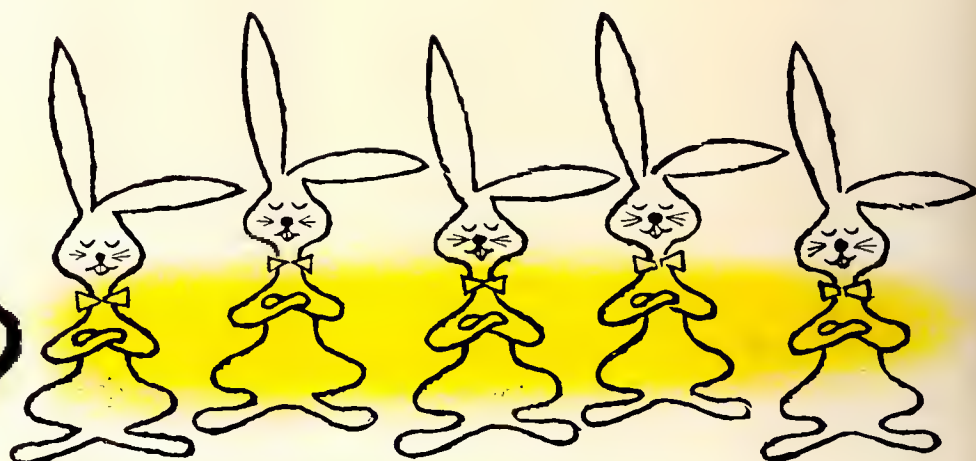


FLINT OFFICES: 507 DETROIT STREET



CBC-TV network coverage

*grows* every day



**CBC-TV networks—English and French—  
Serve 2 out of every 3  
homes in Canada...**

with more selling impact, more coverage than ever. Call, 'phone or  
write today for more information about Canada's greatest advertising  
medium... the CBC-TV networks—still growing.

**CBC TELEVISION**  
commercial division

Halifax  
Montreal

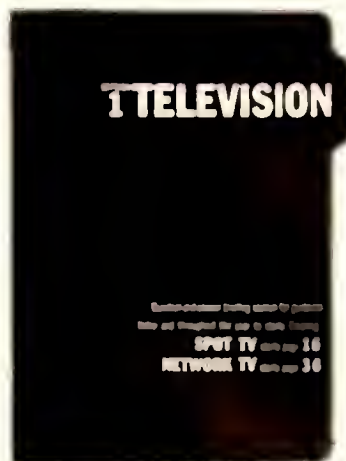
Ottawa  
Toronto

Winnipeg  
Vancouver



# HOW TO USE TV AND RADIO BASICS

*Sections on Television, Film, Radio give you a status report in question-and-answer form. Tv, Film, Color and Radio Basics sections provide fact charts. Guide to all nine sections in this issue appears here*



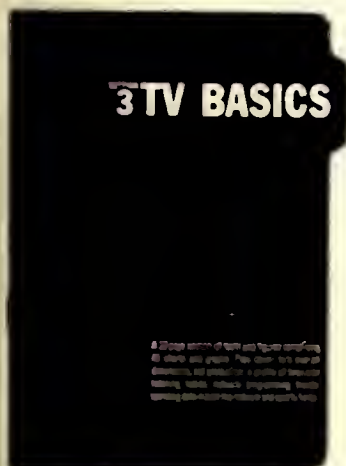
## SECTION 1 TELEVISION

Status report, spot and net tv in question-and-answer form. Includes fall shows. **page 15**



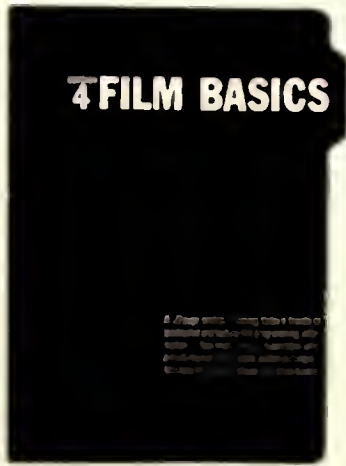
## SECTION 2 FILM

Status report, film programs and commercials. New film, list of available film **page 51**



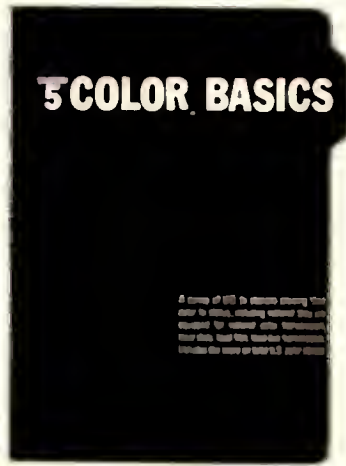
## SECTION 3 TV BASICS

Charts which show how big tv's audience is, where it is, what the trends are. **page 69**



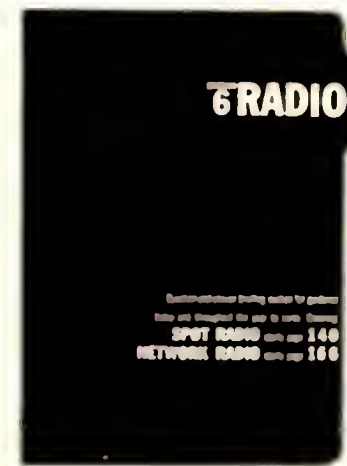
## SECTION 4 FILM BASICS

How big is the film business? Who are its clients? Answers are charted here. **page 111**



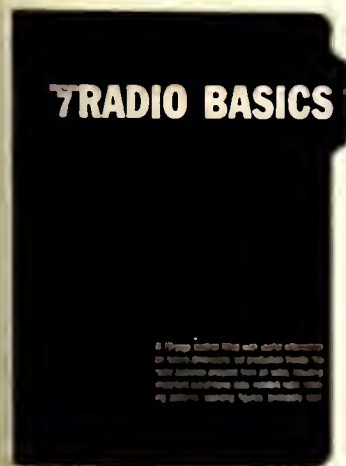
## SECTION 5 COLOR BASICS

Shows color status of U. S. tv stations: network, local film, slide, live. **page 133**



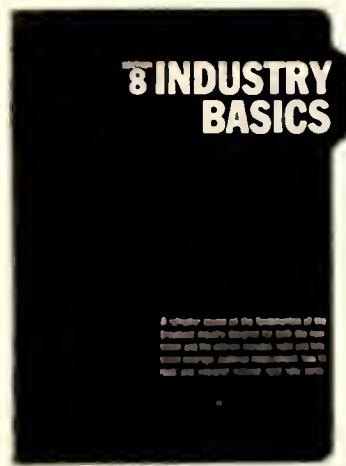
## SECTION 6 RADIO

Status report on spot, net radio. Includes a survey of timebuyers on trends. **page 139**



## SECTION 7 RADIO BASICS

Want figures on out-of-home audience? Listening today? Answers are here. **page 179**



## SECTION 8 INDUSTRY BASICS

Tv and radio refresher course for beginner and veteran on the fundamentals. **page 225**



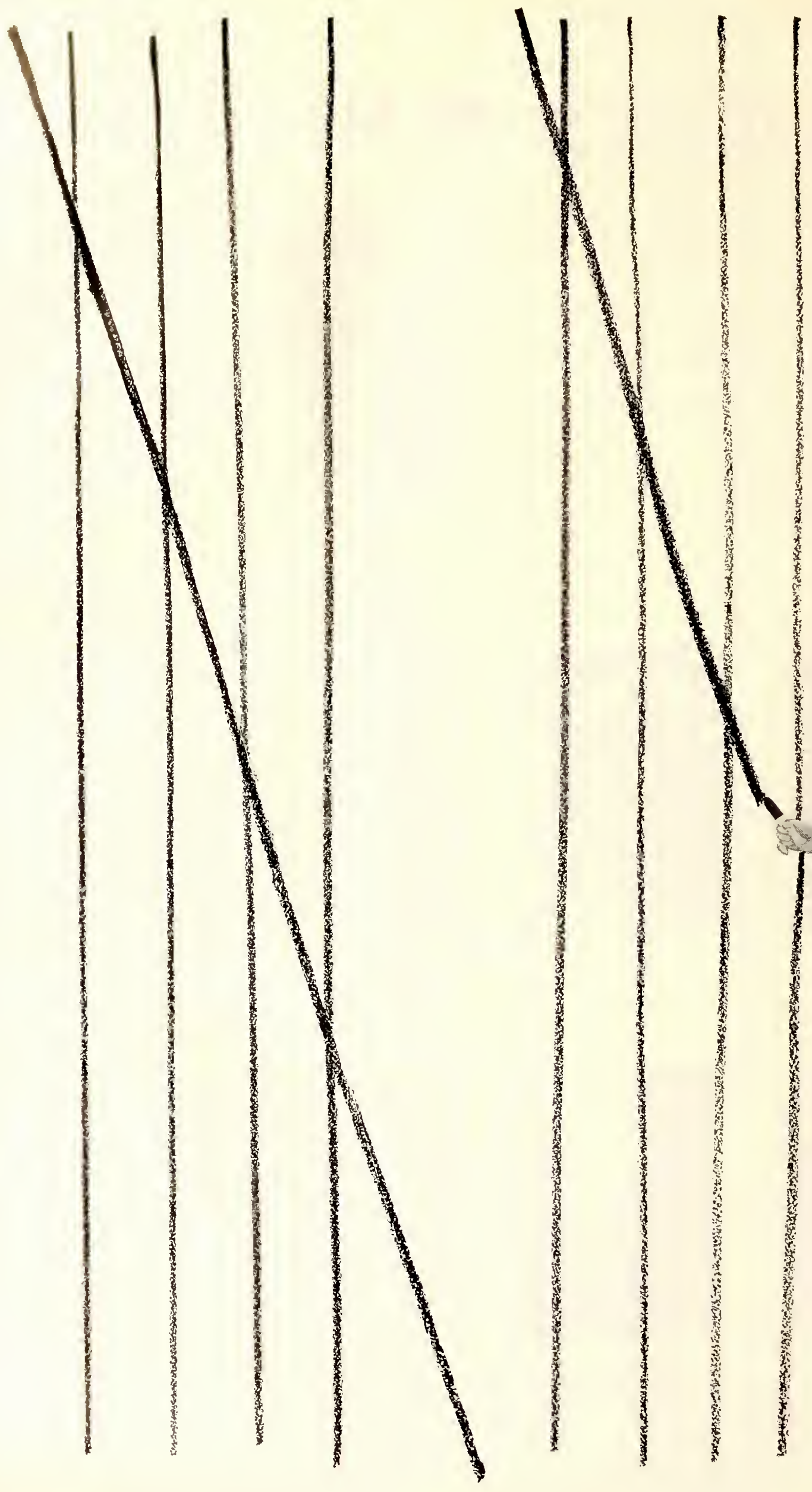
## SECTION 9 TIMEBUYERS LIST

Listed here, timebuyers of agencies around the nation with their accounts. **page 245**

## REPRINTS

Each year SPONSOR gets requests for thousands of reprints of the Basics sections. Tv Basics is available at 35¢ per copy; Film combined with Color Basics at 30¢; Radio Basics at 35¢. Quantity prices available on request. To order the Basics or Timebuyers of the U. S., which will be available in reprint form later this summer, write to: Sponsor Services, Inc., 40 E. 49th St., New York 17, N. Y.









# Annual Report

As television's most rewarding season came to an end, two events clearly summarized the scope of CBS Television's contribution to this young and growing medium.

The final Nielsen report of the October-May season found CBS Television broadcasting all of the 10 most popular programs. The final honors of the year – the two Robert E. Sherwood Awards for network programs "dealing with freedom and justice" – were both given to CBS Television.

This achievement climaxed a season which saw intense network competition for a nationwide television audience that reached a new peak of over 40 million families.

It was a season which found the average family spending even more time watching television than the year before. And because most of this time was spent looking at CBS Television, the network consistently maintained a position of leadership throughout the year:

*It gathered the largest audience for a single entertainment program in the history of television.*

*It won a total of 122 programming awards for entertainment and public service programs.*

*It had a monthly average of 8 of the 10 most popular nighttime programs and 7 of the 10 most popular daytime programs.*

*It delivered 25 per cent larger average nighttime audiences and 30 per cent larger average daytime audiences than its closest competitor.*

*It earned a 20 per cent larger investment from advertisers than the second leading network.*

Television brought more Americans the entertainment they enjoyed most and the information necessary for a clear understanding of the issues of our time. And it offered American business its most effective advertising medium.

## CBS TELEVISION



**WHEN KANSAS CITY GOES SHOPPING . . .**

# It's a WHB world

## **FOOD . . .**

More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

## **DRUGS . . .**

National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

## **AUTOMOTIVE . . .**

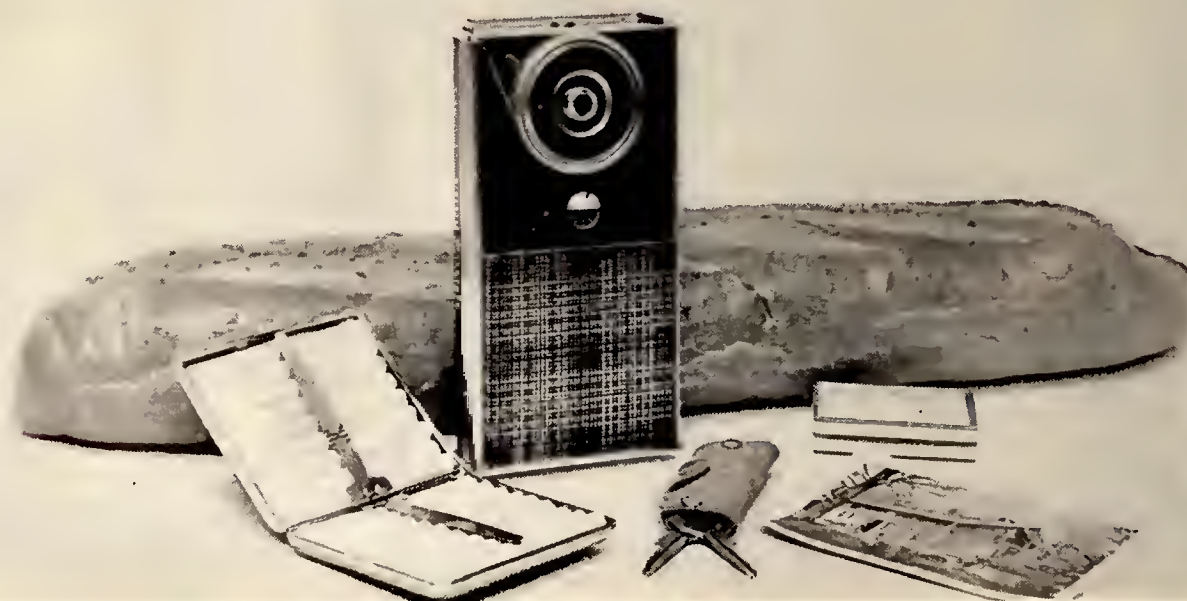
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

## **CIGARETTES . . .**

Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

## **NEW HOMES . . .**

Kansas City home builders put more new-home advertising on WHB than any other Kansas City radio station.



. . . and **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro Pulse*, Nielsen, Trendex or Hooper—whether it be *Arca Nielsen* or *Pulse*—WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers—as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! Talk to Blair or WHB GM George W. Armstrong.

**WHB** 10,000 watts on 710 kc. Kansas City, Missouri

**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul  
WHB Kansas City  
WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.



SECTION

# 1 TELEVISION

Question-and-answer briefing section for guidance  
today and throughout the year to come. Covering:

**SPOT TV** starts page **16**

**NETWORK TV** starts page **36**



# TIMEBUYER SURVEY

## Spot tv trends this fall include stepped-up pace for daytime

### 1. How tight are nighttime availabilities this fall compared with last?

#### CLASS A & AA TIME

Easier to clear .....	34.7%
Harder to clear .....	19.4%
About the same .....	45.9%

#### FEATURE FILM TIME

Easier to clear .....	40.3%
Harder to clear .....	32.3%
About the same .....	27.4%

### 2. What is the outlook for activity in daytime spot tv?

Big increase .....	24.3%
Small increase .....	54.1%
About the same .....	21.6%

### 3. What is happening to spot television frequency?

#### NIGHTTIME

Big increase .....	8.8%
Small increase .....	36.8%
About the same .....	54.4%

#### DAYTIME

Big increase .....	19.1%
Small increase .....	50.0%
About the same .....	30.9%

### 4. What is happening to the length of spot television schedules?

#### NIGHTTIME

Longer now .....	21.4%
About the same .....	78.6%

#### DAYTIME

Longer now .....	20.9%
About the same .....	79.1%

### 5. Will you buy more spot tv program time this fall than last?

#### FILM SHOWS

More this year .....	38.8%
Less this year .....	18.8%
About the same .....	42.4%

#### LOCAL SHOWS

More this year .....	31.2%
Less this year .....	20.3%
About the same .....	48.5%

### 6. Taken together, for accounts on which you buy, will spot tv spending be up or down?

**UP.....83.3%**

**DOWN.....16.7%**

Timebuyers were asked to project this fall's spot tv trends via the questions above. A mail questionnaire went to 300 buyers at agencies around the nation, including New York, Chicago, Los Angeles, Detroit, Cleveland, among other important buying centers. A total of 70 buyers responded. All questions shown above with their tabulated

results required a check-off answer. An additional question, not shown above, called for a written answer outlining suggestions for sponsors planning spot tv campaigns this fall. Many of responses to this question appear in the text starting at right. (For a similar survey on spot radio trends, see Spot Radio Briefing Section.)



# SPOT TELEVISION'S YEAR OF MATURITY

*More clients are using medium in new, enlightened ways, spreading spot tv dollars into fringe time and more daytime. One trend is toward "radio buying" strategy in spot tv, with in-and-out tactics in prime evening time, saturation flurries among top clients. Buyers predict spot tv business will soar this fall after a slow spring start*

## Outlook

### Q. How's business this year?

A. The indications are that spot tv will be considerably ahead this fall over last. This will not necessarily mean, however, that the entire year 1957 will be way ahead of 1956. Reason: second quarter's sales were slow though there was a late spring business pickup. All in all it looks like a year of mature growth.

At this point fall buying is expected to more than offset the slackening of activity in spring. Timebuyers SPONSOR polled in a mail survey throughout the country are almost unanimous in forecasting heavier spending by their clients in fall 1957 compared with fall 1956. Taking their accounts in the aggregate, 83.3% of the timebuyers surveyed predict an increase in fall spending. The median: a 15% rise.

Many spectacular increases were reported. For instance, the head buyer of a major Chicago agency predicts a 500% increase in expenditures for his clients, particularly due to daytime.

Another top Chicago buyer foresees a 400% increase in spending because of new film show and local show buying for his accounts. A Los Angeles broadcast supervisor predicts a 200% increase because of film buying. A Kansas City, Mo., media executive anticipates a 150% increase in spot tv dollars. The buyer from a New York

financial agency sees syndicated film buying as the basis for a 75% increase in spot tv expenditures.

### Q. Does the stepped-up activity mean tighter prime time clearances in the opinion of buyers?

A. Not necessarily, because some of the increased business is going into daytime and fringe time rather than sticking to Class "A" periods, according to timebuyers surveyed by SPONSOR (see chart at left).

In fact, 34.7% of the respondents to the SPONSOR survey expect to find prime time easier to clear this fall than in seasons past, and 45.9% see the situation unchanged; less than 20% expect to find time more difficult to clear.

"The only real problem in prime nighttime is an increase in conflicts," Jerry Sprague, Cunningham & Walsh, told SPONSOR. "This is the natural by-product of increased shared and alternate-week sponsorships and it can make it more difficult to clear good time for certain products. You may have to do a little more juggling, rather than buying a consistent schedule, to avoid these product conflicts."

### Q. What effect is the late shaping of network tv plans having upon fall spot buying?

A. It has generally delayed requests for availabilities and the making of definite plans. Also, more than ever before, buyers are trying to evaluate

the strengths and weaknesses of the network lineups in order to pick and choose the best possible adjacencies.

The scouting out of availabilities was beginning slowly during early July, but the bulk of buying isn't anticipated until August; that is, one full month later than last year.

While actual placing of orders may be delayed, media strategists are, on the other hand, working further ahead than during previous summers. Top agency media executives are well into 1958 in attempts to find the right formula for spot tv clients.

"We're planning for 1958 right now," says FC&B's Arthur Pardoll. "We've found that advertising is so complex and media strategy arouses so many controversies, that we plan ahead to solve problems."

Y&R's Ray Jones, currently knee-deep in scouting out and evaluating availabilities for fall, is also looking ahead toward winter, trying to second-guess network show successes and failures to find out what schedules placed in September will retain their ratings value through next spring.

### Q. Will last year's rush into feature film continue into fall?

A. Enthusiasm for features is at a peak. Sizeable budget increases for clients handled by timebuyers who answered SPONSOR's questionnaire are due often to new spot tv money often coming out of other media.  
(Please turn to page 20)



**objective:**  
**Introduction of a new product in a highly competitive field**

**complicating factor:**  
**An uncertain timetable of production-distribution facilities**

**solution:**  
**The American Tobacco Company's HIT PARADE cigarettes and its agency, BBD&O, are**

To introduce its new HIT PARADE cigarette on a market-by-market saturation basis, American Tobacco required the ultimate in advertising flexibility. Anticipated shifts, both in production and in distribution patterns, called for the kind of flexibility that would allow changes in advertising schedules at a moment's notice.

Spot Radio and Spot TV received the lion's share of media appropriation of the 13-week introduction budget. HIT PARADE entered each market with a minimum of 50 weekly radio spots, 10 weekly TV spots. Nationally, the campaign built to a total of 13,000 radio spots and 700 TV spots per

# SOLD ON SPOT

Left to right: Richard Arbuckle, Radio Sales Representative, NBC Spot Sales; William Conner, BBD&O Account Director for Radio & TV; Stephen Bell, BBD&O Account Supervisor; Harry Mulford, TV Sales Representative, NBC Spot Sales; Henry See, BBD&O Account Executive; Alan C. Garratt, Advertising Manager of the ACC Division (PALL MALL and HIT PARADE cigarettes) of the American Tobacco Company.

Photograph by Morris H. Jaffe





in the first few weeks of the campaign, a special study in New York showed that a phenomenal 77% of people canvassed only knew there was a new cigarette on the market . . . they didn't know the cigarette's name was HIT PARADE.

Promoting Manager Alan C. Garratt explains why HIT PARADE continues to use Spot broadcasting: "Introducing HIT PARADE cigarettes to a mass audience in a highly competitive field is a major advertising problem. Thanks especially to BBD&O and Radio and Television, we have cracked the country, market by market. NBC Spot Sales represented stations played a big part in the promotion of our new brand."

Find your NBC Spot Salesman. He can show you, too, how to crack your sales . . . market by market.

represents these leadership stations

Hartford New Britain WABC  
 New York WRCA WRCA TV  
 Schenectady Albany Troy WRGB  
 Philadelphia WRCV WRCV TV  
 Washington WRC WRC TV  
 Miami WCKT  
 Buffalo WBUF  
 Cleveland WHK  
 Louisville WAVE, WAVE TV  
 Chicago WMAQ, WNBO  
 St. Louis KSD, KSD TV  
 Denver KOA, KOA TV  
 Seattle Tacoma KOMO, KOMO-TV  
 Los Angeles KRCA  
 San Francisco KNBC  
 Honolulu KGU, KONA



## SPOT SALES





that's being diverted into feature film participations.

Throughout spring an increasing number of stations acquired features.

**Q. Does this mean that good feature time will be hard to clear?**

**A.** The amount of feature product available makes this unlikely. So many stations hopped on the feature band wagon (sometimes every station in four- and five-station markets), the chance of buying good schedules in choice feature programming is good.

Furthermore, Colgate's experience on KTLA, Los Angeles, is just one of the proofs that major advertisers going into this fringe, station-option time have gotten top ratings and have seen an increase in sets-in-use. Since this 10:30 p.m. to midnight period had not been generally sold out in years previous, there's often room for more business.

While interest in features is at a peak, 40.3% of the respondents to SPONSOR's timebuyer survey expect to find features easier to clear this fall than last, simply because there are more features being programed by more stations. Some 32.3% of buyers

felt features would be harder to clear: 27.4% say "about the same."

## Daytime

**Q. Will this be the year for a boost in daytime business?**

**A.** Yes, say 78.4% of the timebuyers SPONSOR surveyed, and one third of these expect to see a major increase in daytime business.

"There's a different attitude toward daytime these days," says the broadcast supervisor of one of the top five air media agencies. "It's proved to be effective in the past year. Clients no longer worry about the old bugaboo of 'divided attention' because they've had sales results justifying their initial tentative investments."

The disparity between nighttime and daytime pricing is another factor favoring daytime which can't be ignored. And this spring particularly many stations changed some daytime periods to a "D" rather than "C" rate, making the price differential even greater.

Furthermore, new network pricing

policy has followed suit. When ABC TV announced its plans to program daytime several months ago, the network announced a blanket "D" rate (one-third of nighttime) for its daytime programming. CBS TV and NBC TV have gone to a "D" rate for their pre-10:00 a.m. strips.

"This new price structure particularly on the part of individual stations makes daytime a far more attractive buy," a JWT buyer told SPONSOR. "But no amount of low pricing would be pulling clients in extensively if it weren't for the accompanying strengthened network programming available this fall."

Certainly the stepped-up pace of competition between CBS TV and NBC TV, and the entry of ABC TV are creating some attractive adjacencies throughout the day. The full impact of ABC TV is not expected to be felt until another six months or more from now when the network may increase its daytime programming.

Based on network activity and client experience with daytime spot tv, the consensus among buyers is that daytime spot tv may be up some 20% or more this fall.

## KHOL-TV Sells Nebraska's Second Big Market!

**Your Most Effective Way to Reach and Sell 184,830 Families with an \$830,032,000 Buying Income**

Nebraska boasts two giant consumer markets bursting with profit potentials. One is the eastern metropolitan areas, served by four TV stations. The second is the rich agricultural districts of central and western Nebraska and northern Kansas . . . served and sold by KHOL-TV and its satellite station. Profit minded advertisers agree—KHOL-TV—the economical way to sell Nebraska! Contact Meeker TV today.

Represented Nationally by MEEKER TV, Inc.

CBS  
ABC

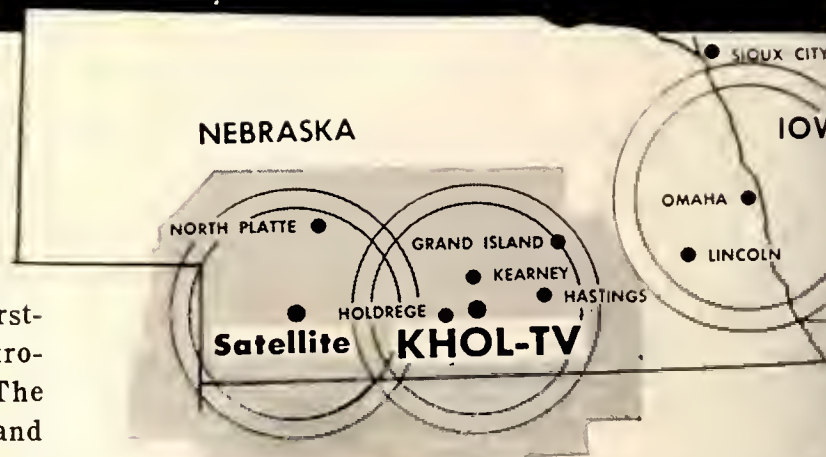
**KHOL-TV**

CHANNEL

**13**

**KEARNEY, NEBRASKA**

Satellite Station Channel 6, Hayes Center, Neb.



### LATEST FACTS\*

About Rich Market Area Served and Sold by KHOL-TV and Satellite

Effective Buying Income	\$830,032,000
Number of Families	184,830
Population	583,800
Total Retail Sales	\$680,494,000
TV Set Count	126,000

\*Compiled from Standard Rate and Data



NOW! ZIV'S SPECTACULAR NEW

# REALITY SHOW

SERIES



ZIV'S BRILLIANT NEW SHOW . . . A LAW ENFORCEMENT AGENCY

*NEVER BEFORE DRAMATIZED ON TV!*

**DANGER!  
THRILLS!  
ACTION!**

Based on actual  
experiences of  
America's Harbor  
Police, Coast Guard  
Units, Port  
Authorities!



# HARBOR COMMAND

with an exciting Hollywood star ...

**WENDELL COREY**

AS CHIEF OF THE HARBOR COMMAND

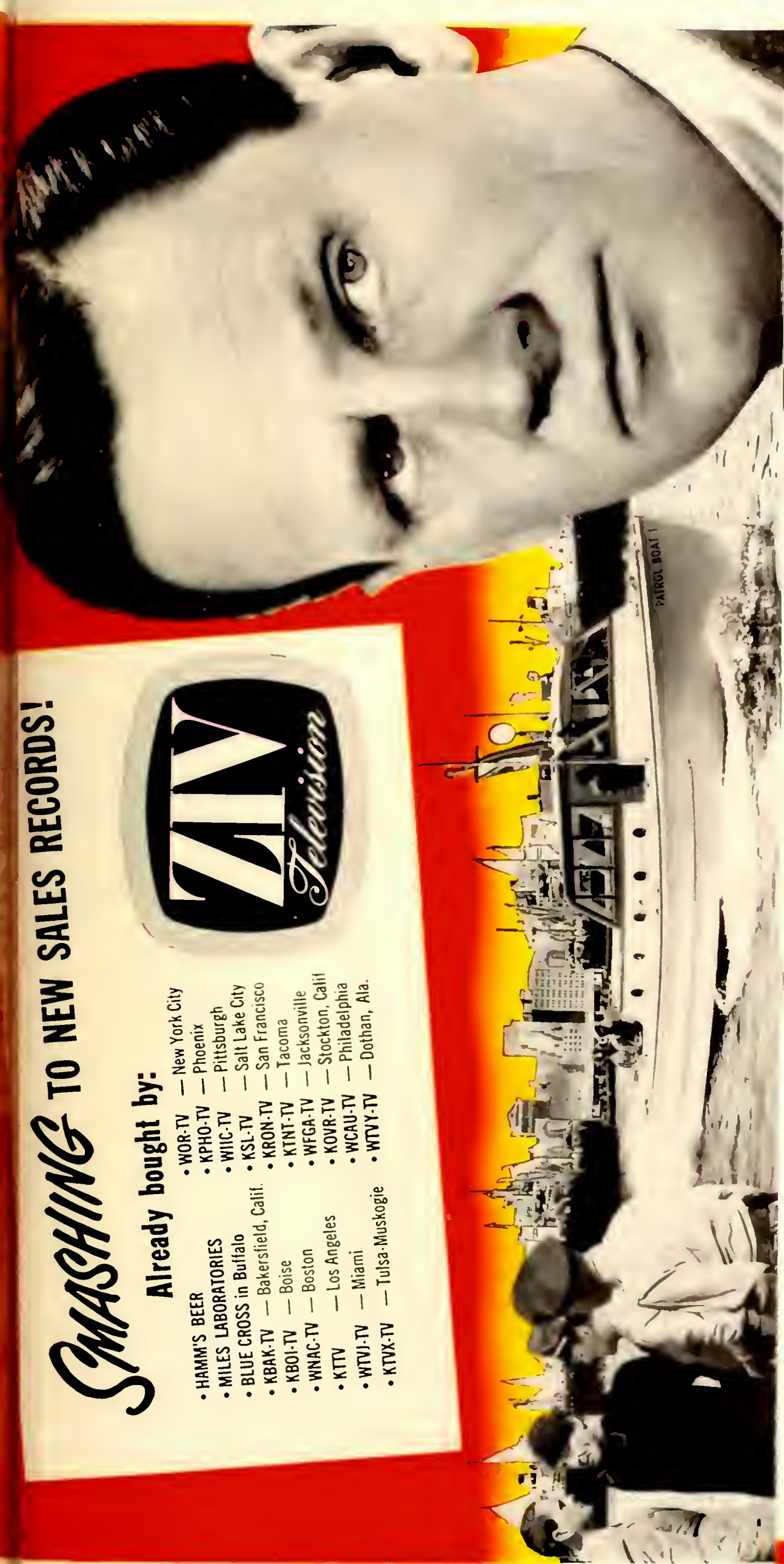
TO NEW SALES RECORDS!



# SMASHING TO NEW SALES RECORDS!

Already bought by:

- HAMM'S BEER
- MILES LABORATORIES
- BLUE CROSS in Buffalo
- KBAK-TV — Bakersfield, Calif.
- KBOI-TV — Boise
- WNAC-TV — Boston
- KTTV — Los Angeles
- WTVJ-TV — Miami
- KTVX-TV — Tulsa-Muskogee
- WOR-TV — New York City
- KPHO-TV — Phoenix
- WIIC-TV — Pittsburgh
- KSL-TV — Salt Lake City
- KRON-TV — San Francisco
- KTNT-TV — Tacoma
- WFGA-TV — Jacksonville
- KOVR-TV — Stockton, Calif.
- WCAU-TV — Philadelphia
- WTVY-TV — Dothan, Ala.



FILMED ON  
LOCATIONS

**NEW AND  
FRESH**

TO TV...

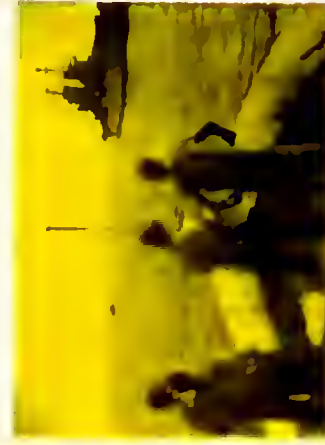
SHOWMANSHIP THAT WILL DELIVER A BIG AUDIENCE FAST!



**ABOARD** ocean liners,  
police boats, tramp steamers,  
fire boats.



**ALOFT** in Port Authority  
Helicopters and Coast  
Guard Planes.



**AT SEA** with the fishing  
fleets, Coast Guard Cutters,  
pleasure craft.



**ON SHORE** in ware-  
houses, U.S. Customs Offices,  
Oceanography Labs.





## This Is Albuquerque

### The Nation's Newest Billion Dollar Market!

**I**n case you hadn't noticed—Albuquerque, New Mexico, is your newest, fastest-growing *major* market in the surging Southwest.

Look at the figures: In the metropolitan area alone, population is 218,800 (61,400 families) with a spendable income of more than 372 million dollars! Business activity increases at a rate *three times* above the national average . . . food sales increased 64%, drug sales 74% and total retail sales 62% *in the last year!*\*

KOB Radio and KOB-TV are the leading media in this great, new market. Powerful KOB, the Southwest's pioneer 50,000 watt station, commands the Pulse ratings just as KOB-TV is tops in ARB ratings. Now under the progressive management of KSTP, Inc., KOB and KOB-TV are your best buys in atomic Albuquerque!

\*SALES MANAGEMENT "Survey of Buying Power, May 10, 1957"

**NOW REPRESENTED BY  
EDWARD PETRY & CO., INC.**

**Radio 770 KOB Television CHANNEL 4**  
**NBC AFFILIATE • ALBUQUERQUE, NEW MEXICO**  
**"Serving the Surging Southwest"**

## Strategy

**Q. Are clients buying higher frequency schedules for fall?**

**A.** There's a bigger increase in daytime frequency partly because of the cheaper price and partly because of the availability of daytime periods.

Most buyers interviewed by SPONSOR at major agencies agree that five announcements weekly has become virtually the basic minimum frequency of any campaign, day or night. But they see daytime base frequency approaching 10 a week per market.

**Q. Are clients buying longer schedules?**

**A.** About one-fifth of the respondents to SPONSOR's survey see their clients buying longer schedules both during the day and night.

However, talks with media executives at some of the biggest air media agencies revealed conflicting trends in terms of length of campaigns. Some feel that the carving out of franchises has lost its meaning to some extent because of the constantly changing value of the adjacencies. They buy circulation, and in some instances are following the common spot radio pattern of a few weeks on the air, a few weeks off the air.

At the same time, something new has come into the spot tv business recently: trading of announcements. One of the earliest trades is Maxwell House Instant's offer to Bristol-Myers of its franchised schedule for a period, after which General Foods will take its announcements back once more. Both clients and agencies involved agreed, but some stations balked at the practice, since it by-passes the clients on the stations' own priority lists. For the two clients the advantage is clear: each has a franchised time for his announcement schedules without having to stay in that period continuously through the year.

## Adjacencies

**Q. How do buyers evaluate the fall network lineup?**

**A.** They're somewhat more reluctant to try to pick winners than in years past. They're confronted with more new shows than fall than in past seasons. And they're even more aware



of the odds against getting all top adjacencies because of the bad taste the high mortality of fall 1956 shows left in the business.

These are some of the broad conclusions from a cross-section of time-buyers in the top 20 air media agencies:

1. They expect to see a smaller margin of difference in average ratings between the three networks during the prime evening hours.

2. Most anticipate that those highly desirable announcements during hour-and 90-minute shows will be tougher to clear than ever because (a) they've proved to deliver more consistent ratings than schedules placed between different shows; (b) because there are fewer long shows being scheduled by the networks.

3. Westerns, as a category, may come through strong, yet buyers are looking very carefully into the programming on the networks opposite.

"There'll be so many Westerns that some must inevitably die," one top agency buyer told SPONSOR. "Since most of them don't revolve around a strong star name, it becomes tougher to pick winners in this group than in other show categories where stars with

a proven audience appeal are used."

4. Musicals, because of anticipated star value, are considered good bets by many. They feel that a popular singer-personality as star of a show makes most of the new musical programs less vulnerable to audience fickleness.

"If you like Pat Boone, you'll like him whether there are five other musical shows or not," says Jack Bray of Cunningham & Walsh. "But with shows hinging on storylines, the bigger the choice in one category the more your audience can be split and nullified."

5. Where big-money quiz shows are concerned, buyers are split. Many are encouraged by the high level of interest and ratings maintained by the old big-money quizzes which are being carried over into fall, and the daytime track record of one new one (NBC TV's *Tic Tac Dough*).

But there's a fairly vocal minority who fear that quiz shows in general will develop an increasingly up-and-down pattern of ratings in fall when the novelty of large prizes coupled with varied and interesting contestants will have worn off somewhat.

6. Particularly high on the list of top adjacencies is the *Sinatra Show*,

because media men feel he appeals to as wide a cross-section of viewers as any top star on or off tv.

## Buying Tips

**Q. What can buyers do now to insure a successful fall spot tv campaign?**

**A.** As tv has increased in complexity, the demands upon timebuyers have become more rigorous. Besides knowing media, he really has to second-guess programming success or failure. In order, then, to do an effective buying job for spot tv advertisers, here are the steps a cross-section of timebuyers suggest to other timebuyers (based on SPONSOR's mail survey as well as personal interviews):

1. *Start making plans early.* Even if you feel that the time periods you'll be after may not be tight, you'll certainly get a better selection if you have a clear picture of availabilities and get your bid in early.

2. *Begin evaluating network programming lineups right now.* With the large crop of new shows going on the air this fall, the timebuyer really has

# WSPD-TV's

**"BILLION  
DOLLAR  
MARKET"**

Population 1,657,400  
Families 494,800  
Television Homes 406,000

Percent tuned to WSPD-TV

Daytime 78%  
Nighttime 91.5%



### EFFECTIVE BUYING POWER

Total  
Per Capita  
Per Family

\$3,015,566,000  
1,819  
6,094

### RETAIL SALES

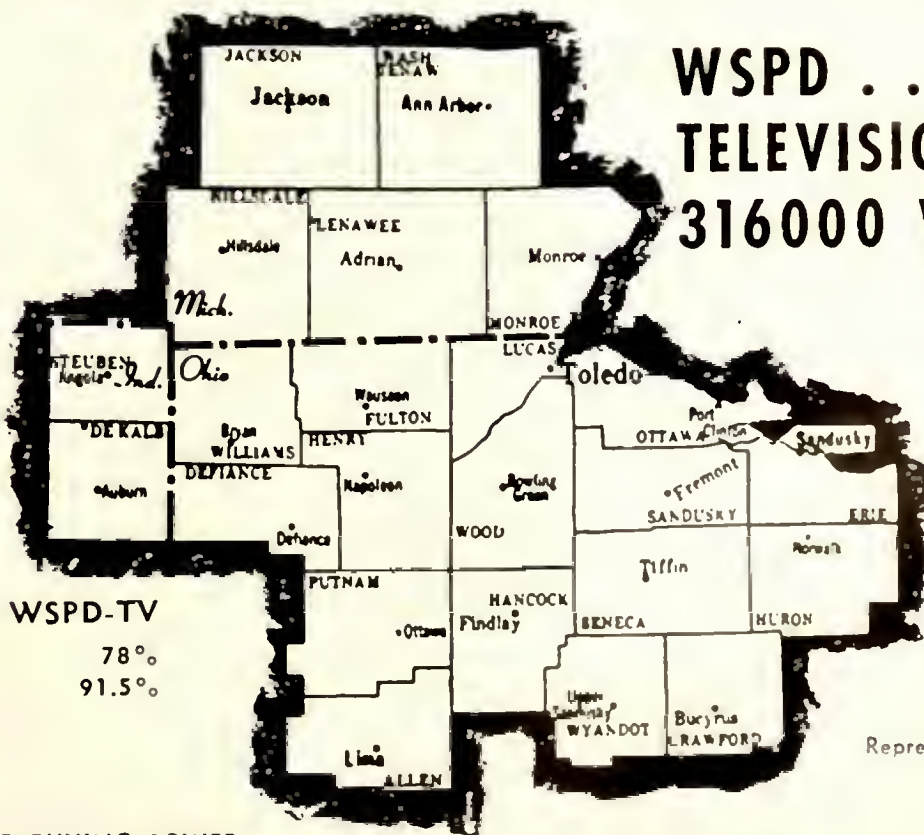
Total  
Per Family

\$2,022,594,000  
4,087

### SPENT FOR

Food  
Gen. Mdsc.  
Furniture and Household  
Automotive  
Drug

\$449,499,000  
223,555,000  
105,354,000  
408,185,000  
62,275,000



**WSPD . . .  
TELEVISION  
316000 WATTS**

Represented Nationally  
by KATZ

**WSPD Television . . . Toledo, Ohio**











to choose from a lot of unknown quantities. While there's certainly no fool-proof way of second-guessing tv show success, it might pay for him to talk to the experts in his agency's radio-tv department, listen to other admen's evaluations and read the trade press for a general orientation on the fall lineup (see fall network tv schedule this issue, pages 40-43).

3. *Consider daytime and so-called fringe time.* Don't carry a prime-time prejudice into the planning stage, or you might overlook some good values. "Watch programing in fringe times for excellent ratings at good prices," many buyers say.

4. *Bring your market information up-to-date right now.* Even if you decide not to buy until late-August, your preparations should be started early.

5. *Discard last year's frequency concepts in looking at this year's tv.* In daytime, for instance, you may be able to buy frequencies approaching "saturation" this year for a more efficient cost-per-1,000.

6. *Don't buy features as a "pig in a*

*poke."* Get advance titles and schedules from the stations and compare them for entertainment and audience-appeal values. Many buyers seem to be so bullish on features as such that their enthusiasm could mislead them, particularly since many stations in multi-station markets today pit features against features.

7. *Consider splitting your budget,* that is, buy partial schedules early with a promise of additional budgets if and when better time periods can be cleared. Unless you're tying in an entire merchandising promotion with the start of the spot tv campaign, staggered starts of the campaign give you a chance to buy on a market-by-market basis as good buys open up.

8. *Check copy department now on length required for effective commercials.* With the number of combination packages being offered (with everything in them from I.D.'s to minutes), it might be more efficient for the client to have varying length commercials produced.

9. *Get rundown on local program-*

*ing and personalities in markets you're considering.* It takes a lot longer to evaluate live local programing than film, which you can screen right in the agency. Therefore, requesting background information now from individual stations will assure you fuller knowledge by the time you have to make buying decisions.

10. *Check into merchandising and promotion plans offered by stations.* If you stress your interest early, you may stimulate more merchandising activity at the station. Also, be sure to let the station know what merchandising and promotion plans the client is considering, so the station can shape its own effort around them.

11. *Get availabilities from all stations in a market.* Don't carry over last year's prejudices into fall 1957. In tv, particularly, the character of a station and its audience appeal can change rapidly, and the network affiliations carry a different meaning in varying markets.

12. *Inquire into station policy where double and triple spotting is concerned.*

## What happens when you take



**1** You find that the San Francisco-Oakland metropolitan area alone is the nation's 7th market. (1957 Sales Management Survey of Buying Power)

**2** You discover that KPIX has been the top station, sign-on to sign-off, Sunday through Saturday, every month for the last sixteen months. (ARB Reports)



**WESTINGHOUSE BROADCASTING COMPANY, INC.**

RADIO — BOSTON, WBZ+WBZA PITTSBURGH, KDKA  
CLEVELAND, KYW FORT WAYNE, WOWO CHICAGO, WIND  
PORTLAND, KEX

TELEVISION — BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;  
CLEVELAND, KYW-TV, SAN FRANCISCO, KPIX  
KPIX REPRESENTED BY THE KATZ AGENCY, INC.



Occasionally, feature film packages are overloaded with commercials and you should be aware of this before you choose between a feature library on one station versus another one on the competing station.

13. *Don't buy feature packages blindly.* Some stations charge a premium for the announcement immediately preceding a feature rather than placed within the first break. Consider whether this announcement may not offer more identification compared with those interrupting the feature.

14. *Watch out for "ratings-week scheduling."* You can't buy features on past ratings alone. When you look at the list of titles the station has to offer, try to encourage a balanced month's programming, rather than bunching the "Clark Gables" together during ratings week and leaving the weaker film for the rest of the month.

15. *Travel into key markets now if you can.* Personal contact with station management usually helps get you better clearances and local follow-through.

16. *Discourage client from spreading budget too thin.* Last year's frequency may be inadequate in today's more competitive markets.

And then, of course, there's the wag who wrote SPONSOR: "Start late. Take a vacation in the middle of the buying period. Insist on Come, Sullivan and Twenty-One adjacencies and don't buy until you get them. This will insure that the way will be free and clear for me to do the best job possible for my accounts because of the early start I intend to make!"

## DST Snarl

**Q. What can timebuyers do about the annual Daylight Saving Time problem?**

**A.** Now's the time to find out how the three networks will handle the shift from DST to Standard Time (see Network TV section, starting on page

30). Try seeing which stations fall into particular time zones and correlating this information with the station's affiliation and the way the network will handle delayed telecasts; the buyer can determine right now which markets will present a problem and which will have unchanged schedules and adjacencies.

Timebuyers can also find out right now from the reps whether the policy on their stations is to shift an announcement schedule with its adjacencies (which is the most widespread practice) or whether it is to leave announcements on the clocktime on which they're originally ordered. If it should be the latter situation, the buyer can determine right now whether the shift from DST might mean a product conflict through the new adjacency, whether it might weaken the schedule. And knowing these factors, he can put through a request to the station right now for the month of October during which the biggest problems in DST conflicts arise.

# a close look?



**3** You'll quickly see that KPIX's roster of personalities is a truly outstanding one—personalities with proven selling power like Del Courtney, Faye Stewart, Sandy Spillman, Capt. Fortune, and Deputy Dave.

**4** You'll be convinced that KPIX has the production and merchandising "knowmanship" it takes to realize maximum returns from your television expenditures in Northern California.

## SAN FRANCISCO KPIX 5





GET SET NOW...FOR RECORD-SETTING

*GET WORLD'S HOTTEST*

Ready to SELL, S

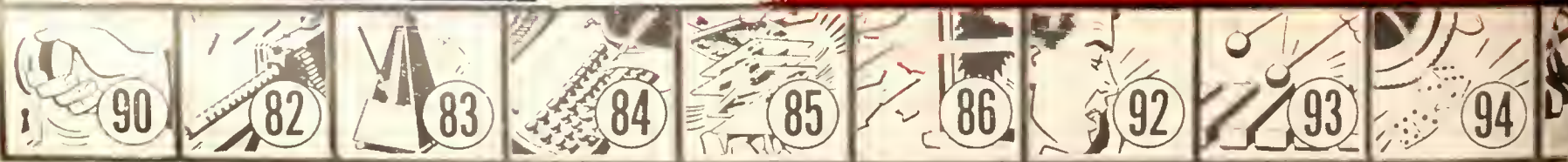
**RADIO's\***

\*Tied to  
your station  
call letters  
SOUND-O IS  
EXCLUSIVELY  
YOURS!

**\$OUND**

**THE NEW 'N EASY RADIO**

- *FUN-FILLED* FOR LISTENERS
- *PROFIT-PACKED* FOR SPONSORS
- EVERY POTENTIAL ADVERTISER  
IS A *LIVELY PROSPECT*







**SALES FOR YOUR RADIO STATION!**

**SALES-PULLING IDEA YET...**

**ALL for You in '57-'58!**

# SOUND-O

**SOUND EFFECTS GAME!**



**HURRY! MAKE THIS EXCLUSIVE  
SELLING IDEA YOUR OWN! ACT AT ONCE!  
MAIL THIS COUPON RIGHT AWAY!**

SOUND-O" GIVES YOUR  
STATION NEW PRESTIGE,  
IDENTIFICATION in your  
community... makes yours  
a CITING station that  
AND SELLS AND SELLS  
for advertisers! Wide-  
merchants in every line  
want to be in on the "talk  
town." National and  
advertisers, too, will  
want to cash in on this  
merchandising and selling  
community.

This outstanding  
SOUND-O promotion  
is just one in a con-  
tinuing stream of  
sales-boosting ideas  
offered FREE to  
World Affiliates all  
year-round!

## WORLD

**SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVE: A. CANADA RADIO  
FACILITIES LIMITED, 100 BAYVIEW AVE., TORONTO

WORLD BROADCASTING SYSTEM, INC.  
448 Madison Avenue, New York 22, New York

YES, SIREE! WE WANT SOUND-O'S EXCLUSIVE SELLING  
POWER FOR OUR STATION. SEND IMMEDIATELY the com-  
plete details on how to make our '57-'58 selling season  
a record-smashing success!

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Radio Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone \_\_\_\_\_ State \_\_\_\_\_





**. . . and latest SRDS consumer markets data figures show how big it is!**

**Retail Sales per Household**

**\$4,565<sup>00</sup>**

**43.1% above Tenn. average**

**... which is 18.4% above national average!**

**CSI per Household**

*(income after taxes)*

**31.7% above Tennessee**

**... and 3% above national average!**

Here is news of interest to every advertiser seeking top audience and top buying power . . . The Consumer Markets data for the State of Tennessee to January 1, 1957, released by Standard Rate and Data, shows Metropolitan Memphis one of the nation's dynamic markets . . . leading Tennessee's average in retail sales per household by nearly fifty percent!

In addition, Metro Memphis ranks ahead of the national average in CSI (income after taxes), reaching the imposing total of nearly one billion dollars!

What a box score of buying power for you to tap! . . . and the top TV station of the area (according to recent coverage figures) is resoundingly WMCT . . . reaching 9.5% more TV homes than Station B and 17.67% more than Station C!

WMCT

MEMPHIS

the TV AREA station for the Memphis market

WMC—WMCF—WMCT MEMPHIS' FIRST TV STATION

Channel  
5

100,000 WATTS

• NBC BASIC

National Representatives  
Blair-TV

Owned and operated by  
THE COMMERCIAL APPEAL

## Tv Set Count

**Q. When is the next industry-wide set count due?**

**A.** Probably by fall, says the Advertising Research Foundation. This will be the fourth ARF set count, commissioned, as in the past, by the three tv networks, TvB and NARTB.

Figures in this set count, based on U. S. Census Bureau information as in the previous three, will be dated as of April 1957. The previous one, issued in January 1957, was based on spring 1956 figures.

ARF anticipates continuing these studies "so long as the underwriters want to, and probably just as long as tv penetration grows and market changes in tv set ownership occur."

**Q. What's happening to the NARTB's own set count and circulation research?**

**A.** The NARTB's Tv Board is considering a major set and circulation measurement right now. Its decision will be based on the report of the NARTB research sub-committee headed by Hugh M. Beville Jr., NBC v.p. of planning and research.

This report, approved by the NARTB Research Committee (chairmaned by Campbell Arnoux, WTAR-TV, Norfolk, Va.), proposes one of the most comprehensive media measurements undertaken. It is in effect a "methods and scope" report, suggesting ways the NARTB circulation study could be handled.

If it is approved by the Tv Board, it would be discussed in fall by eight NARTB regional groups, to go back for a final board decision in mid-winter.

Here's the information this study would provide for the industry: set count by counties and types (color, uhf and vhf); station circulation by county on a daily and weekly basis. The current report envisions this service as a continuing one.

## Spot Clients

**Q. Who are the biggest spot tv advertisers?**

**A.** TvB's first annual spot tv report shows the spending breakdown by category of clients and a brand-by-brand breakdown of spending by the



**Nothing but the TRUTH**

**Covers Northern Indiana Like This!**

**Better buy the 4 TRUTH Stations in Fort Wayne and South Bend - Elkhart!**



# WKJG-TV

**FORT WAYNE'S FIRST STATION  
IN**

- Network Shows\*
- Local Shows\*
- Spot Film Shows\*
- Spot Sales

Affiliated with

**WKJG-RADIO**

1380 KC.

5000 Watts

NBC

\*Metropolitan ARB and Telepulse

**WKJG-TV**  
**CHANNEL 33**



for **FORT WAYNE**

Represented by Raymer

Lowest  
cost per  
thousand  
in  
South Bend—  
America's  
10th  
Market  
for  
E.B.I.\*



# WSJV-TV

**SOUTH BEND - ELKHART**



10th major metropolitan county  
area in the land for Effective Buying In-  
come, per family. 1st in Indiana, per  
family and per capita! And—WSJV-TV  
offers you a stronger signal—and *lower*  
*rates*—than any other station in this  
big-money area!

PLUS the only NBC radio in  
the South Bend - Elkhart Market!

**WTRC-AM/FM**

1340 KC.

100.7 MG.

26th year on the air!

\*1957 Sales Management Survey of Buying Power

**WSJV-TV**  
**CHANNEL 52**



for **SOUTH BEND-ELKHART**

Represented by H-R

OPERATED  
BY THE  
TRUTH  
PUBLISHING  
COMPANY, INC.  
Newspaper  
Publishers  
Since  
1892



## In Shreveport ONLY KTBS-TV OFFERS

### FROM THE HUB OF THIS 4-STATE AREA



\*157,980 Television Homes . . . a  
BONUS of 13,120 over station B.

\*136,860 homes reached monthly  
. . . a BONUS of 6,740 over station  
B.

\*131,870 homes reached weekly  
. . . a BONUS of 5,120 over station  
B.

\*Latest Nielsen Survey

**KTBS-TV**  
CHANNEL  
**3**  
**SHREVEPORT**  
**LOUISIANA**

E. NEWTON WRAY, President & Gen. Mgr.

**NBC and ABC**

Represented by

**Edward Petry & Co., Inc.**

NEW YORK • CHICAGO • ATLANTA • BOSTON • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

top 25 spot tv clients. Its reports, based on N. C. Rorabaugh data, are released quarterly as well as annually.

The five biggest-spending brands in 1956 were the following:

1. B&W's Viceroy: \$5,373,290
2. GF's Maxwell House: \$4,318,140
3. PM's Marlboro: \$3,401,200
4. Sterling's Bayer Aspirin: \$2,994,960
5. P&G's Crest: \$2,818,170

In terms of product categories, food and grocery products ranked highest with a total \$107,615,000 expenditure. Tops within this broad grouping were coffee, tea and food drinks with more than \$22 million.

Cosmetics and toiletries and beer and wine ranked next highest with \$34,240,000 and \$34,237,000 respectively.

Where over-all company spot tv spending is concerned for all brands, the top 25 clients of 1956 were, in order of spending: P&G (\$17,522,450); Brown & Williamson (\$11,288,620); General Foods (\$9,415,940); Sterling Drug (\$8,823,300); Philip Morris (\$7,369,440); Colgate-Palmolive (\$7,314,700); Warner-Lambert (\$5,820,440); Continental Baking (\$5,732,480); National Biscuit (\$5,536,500); Miles Laboratories (\$5,354,730); Kellogg (\$4,810,530); Carter Products (\$4,535,210); Lever Bros. (\$4,535,010); Robert Hall (\$4,450,490); Liggett & Myers (\$4,400,900); Bulova (\$4,298,650); American Tel. & Tel. (\$3,800,990); Coca-Cola Co. (\$3,697,460); General Motors (\$3,486,820); Ford (\$3,332,620); Max Factor (\$3,181,730); Corn Products Refining (\$2,849,350); Helaine Seager (\$2,780,980); Charles Antell (\$2,774,170); Nestle (\$2,374,920).

An interesting sidelight is the fact that both Helaine Seager and Charles Antell are known to buy most if not all their spot tv time on a barter basis. This means that the TvB figures overestimate the expenditure, since they're based on N. C. Rorabaugh schedules multiplied by card rate.

### Local Shows

**Q. Are local live shows being overshadowed by film?**

**A.** According to the majority of timebuyers, there's as much and more interest in live daytime programming than last year; however there are



## We're making a Big Hole! . . .

UP TO 70% OF THE TOTAL  
VIEWING AUDIENCE IN OUR  
CORNER OF THE U.S. AND CANADA!\*

No worked out claim here! Our lode includes over 1,000,000 Canadians in British Columbia and 300,000 high-income Americans (who, by the way, swap sides of the border regularly in fantastic totals!) CBS programming, coupled with Hollywood's best movies and select film features, does the trick! Let us swing our big pick in this golden market for your products. You'll make a big strike . . . for sure!

\*International Surveys Inc.



studios in Bellingham, Washington



fewer live shows to choose from. Some 31.2% of timebuyers surveyed by SPONSOR are already scouting out participations in local live shows for clients with products bought by women particularly. They expect to put substantially more of their clients' ad dollars into these shows than in previous seasons.

However, much of the money going into local live shows is coming from smaller advertisers, local and regional accounts, whereas a growing proportion of the national advertising dollar is destined for film, both syndicated and feature.

## Farm

**Q. How many stations carry farm programing?**

**A.** SPONSOR's 1957 *Buyers' Guide* surveyed the tv stations of the U. S. and found that 53% of all respondents to the SPONSOR questionnaire have some regularly scheduled farm programing. More stations this year have farm directors on staff. Farm programing includes market news, weather reports, interviews, demonstrations, 4-H, farm tips, fairs, special events and livestock shows.

There were 273 stations this year against 245 last year which reported some farm programing.

## Women's Shows

**Q. Are homemaking shows failing off?**

**A.** Percentage figures based on respondents to SPONSOR's *Buyers' Guide* survey tell the story: Kitchen shows are still the most popular, but this year only 77% of the respondents programed them compared with 87% last year. Fashion shows, the second most popular homemaking category, declined less than other categories. Some 69% of this year's respondents have such shows compared with 71% last year. Close to 50% of the stations program do-it-yourself shows, while 43% have home decorating programs. Child care shows declined in popularity. This year 38% of the stations program them compared with 49% last year.

## Special Appeal

**Q. How much special appeal programing do stations offer?**

**A.** Still relatively few of the 515 stations on the air or scheduled to go on at *Buyers' Guide's* press-time offer any special-appeal programing at all. In fact, only 9%, somewhat fewer than last year's respondents, program special-appeal shows regularly.

Numerically speaking, more stations have been programing for special groups, but the total number of sta-

tions on the air has grown disproportionately faster, thus reducing the percentage in the special-appeal field.

Here are the basic figures. In 1955, 19 stations had Negro programing. By 1956 there were 35. This year, however, only 26 stations claimed this category.

There are 19 tv stations with Spanish-language programing compared with 17 last year; four with Italian shows; three stations each have Jewish and Polish shows; two German. One station each has Hawaiian, Latin American and Portuguese shows. ▀



## WBNS-TV delivers the whole family

**BRAND NAMES BECOME HOUSEHOLD WORDS** when your sales message reaches mom, pop and the kids all at the same time.

**LOOK WHAT HAPPENS!** In three-station Central Ohio, one station, WBNS-TV, consistently carries most of the top family shows (9 out of 10 in latest Pulse).

**WELL HEELED!** To sell Central Ohio's half million families spending three billion dollars a year, select the station the people do, WBNS-TV.

**GOOD AVAILABILITIES!** Ask your John Blair man.

If you want to be seen in Central Ohio

# WBNS TV

CBS TELEVISION IN CENTRAL OHIO AFFILIATED WITH THE COLUMBUS DISPATCH  
THE OHIO STATE JOURNAL AND WBNS RADIO



EXCLUSIVE

## Cost and programing trends in nighttime network television

Show Type	No.	1956-57 Season %	No.	1957-58 Season %	Average cost all shows 1956-57	Average cost new shows only 1957-58
<i>Adventure</i>	8	7.0	6	5.5	\$ 32,000	\$ 33,500
<i>Comedy</i>	2	1.75	2	1.8	56,500	none new
<i>Drama (one-hour)</i>	14	12.25	5	4.67	59,000	none new
<i>Drama (half-hour)</i>	11	9.66	9	8.25	34,500	39,500
<i>Drama (90-minute)</i>	1	0.9	1	0.9	117,000	none new
<i>Music (one-hour)</i>	1	0.9	1	0.9	17,000	100,000
<i>Music (half-hour)</i>	2	1.75	2	1.8	35,000	45,000
<i>Mystery (one-hour)</i>	---	---	2	1.8	none	79,750
<i>Mystery (half-hour)</i>	5	4.5	7	6.4	31,000	30,000
<i>Quiz-Panel</i>	15	13.0	10	9.1	27,500	30,500
<i>Situation Comedy</i>	17	15.0	19	17.4	36,500	37,500
<i>Variety (one-hour)</i>	8	7.0	9	8.25	61,500	126,500
<i>Variety (half-hour)</i>	5	4.34	8	7.33	46,500	51,500
<i>Western (one-hour)</i>	1	0.9	2	1.8	90,000	90,000
<i>Western (half-hour)</i>	10	8.75	14	12.6	32,000	36,500
<i>Miscellaneous</i>	14	12.30	12	11.5	-----	-----

## LIVE VS. FILM STATUS: OVER 50% OF NIGHTTIME HOURS ARE FILM.

SEASON	NO. HRS.	LIVE %	NO. HRS.	FILM %
1956-57	35.5	52.6	32	47.4
1957-58	26.5	43.1	35	56.9

The charts above cover regularly scheduled weekly or bi-weekly sponsored nighttime network tv programs. The costs are estimates by

SPONSOR. They are based on average talent and production costs. See following pages for complete program schedules, at presstime.



# NETWORK TV'S BIG 1957-58 TRENDS

*Among them: 50% increase in number of Westerns, ranging from hour to half-hour, mystery to comedy Westerns, all with adult appeal . . . 10 vocalist-fronted shows a la Como . . . Coming of age of the mystery with two new hour shows, Crisis and Perry Mason . . . More shows (57) are sold on split sponsorship than single base (52)*

## Nighttime

**Q. Will there be any new programming concepts introduced this fall by the networks?**

**A.** With just one exception, no. This will be the second season in a row in which programming patterns follow the tried and true—and highly successful paths established in previous seasons. Instead of new and experimental formats, bigger budgets for a high class product are being introduced.

The one programming innovation is the new concept for "specials." All regularly scheduled super-shows on a one-in-four weeks pattern have disappeared. This coming season, specials will be sprinkled throughout the month on an irregular basis with no regular weekly show being interrupted more than twice during its 1957-58 term. This holds true for both CBS TV and NBC TV. ABC TV has specials scheduled as well, two hour-long shows headed by Frank Sinatra.

**Q. What are the nighttime network tv programming trends for fall?**

**A.** There are these nine developments standing out on the nighttime scene:

1. *The rise of the vocalist-fronted show* with 10 firmly set in the schedule. Note that the singing star boom apparently is not going to be limited to just pop tune specialists. ABC TV has slotted *Patrice Munsel*, of opera fame, in its Friday night line-up with Buick and Frigidaire sponsoring, while

CBS TV has high hopes for a fall spot for *Jimmy Dean*, new country music exponent. Dean was recently bought by Hazel Bishop for a summer outing.

Of the 10 vocalist shows, seven are new: *Patrice Munsel* (ABC TV); *Patti Page* (CBS TV); *Gisele MacKenzie* (NBC TV); *Frank Sinatra* (ABC TV); *Guy Mitchell* (ABC TV); *Pat Boone* (ABC TV); *Eddie Fisher* (NBC TV). Fisher, of course, has had several seasons heading a 15-minute early-evening series on NBC TV but this is his first time out with a full dress hour.

By-product of the vocalist trend is the upsurge in distaff top bananas. Four of the music-variety shows this year will be headed by women and, in all, 11 programs are being built around female stars. Of these 11, only four are holdovers from last season.

2. *The continued upswing in popularity of the Western series* finds them going from 11 last season to 16 set and sold so far for fall (and more waiting in the wings).

Durability of the horse operas is demonstrated by the fact that only one from the 1956-57 season, *Roy Rogers* (NBC TV), bit the dust and will not be back; one other, *Lone Ranger* (ABC TV) moved to Saturday afternoon.

The new Westerns come in all sizes and shapes (hour and half-hour, mystery Westerns, frontier Westerns, straight Westerns and comedy Westerns). One thing all the new Westerns have in common is that they are angled for the whole family and not just the

kids. They are "togetherness" westerns.

Coinciding with the increase in Westerns is the decline in adventure shows, dropping from eight to six. One of the big trends of last season, the costume adventure, has only two survivors: *Robin Hood* (CBS TV), which started the trend; and *Circus Boy* (ABC TV), which got a new lease on life when it switched over from NBC TV. Two of last season's swashbucklers, *The Buccaneers* and *Sir Lancelot*, will be re-run on ABC TV in the afternoon as part of the Kellogg 5-5:30 p.m. across-the-board strip.

In the over-all adventure category, only two of the six shows are new this year. ABC TV's *OSS* and CBS TV's *Scott Island*.

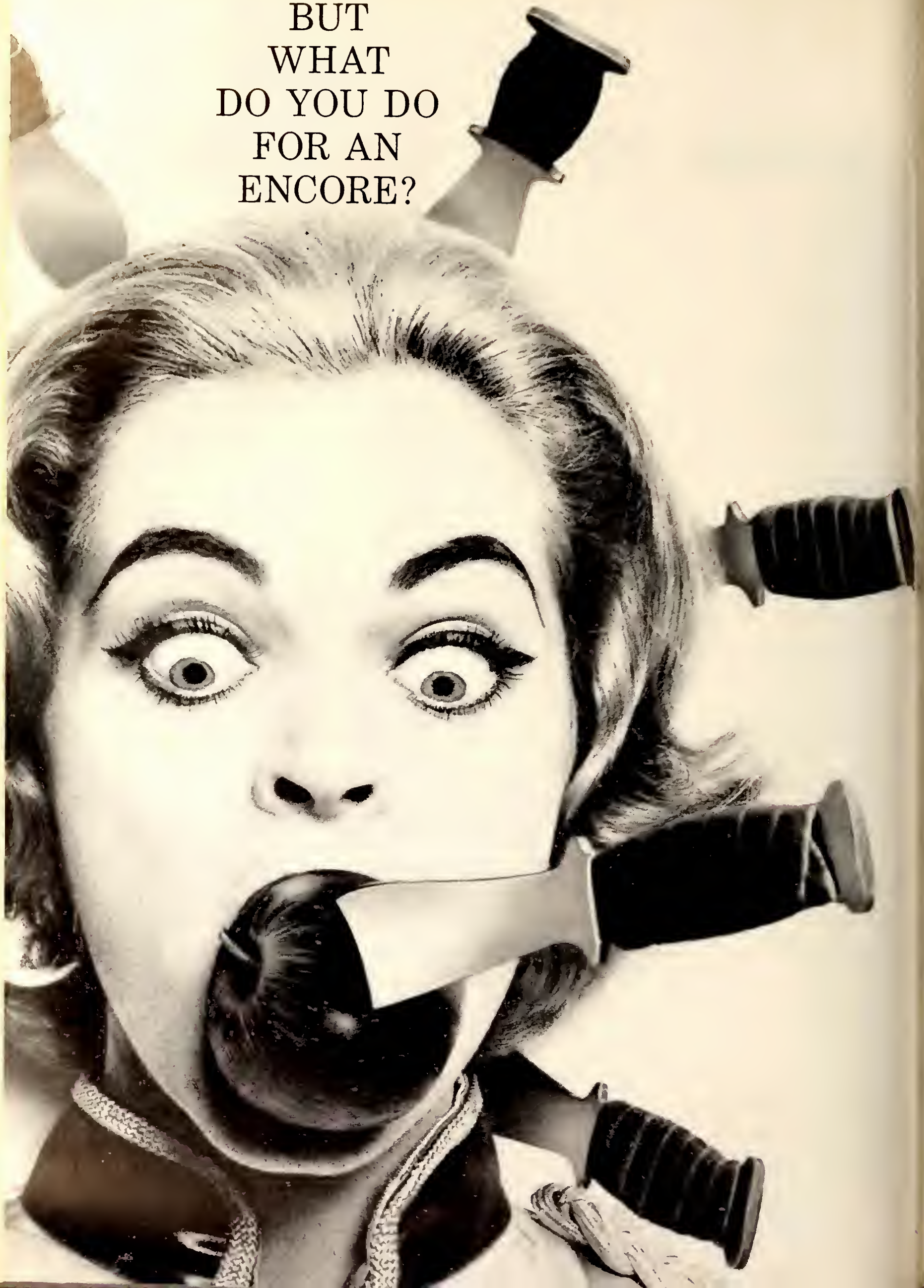
3. *The mystery show is beginning to stage a comeback* after several quiet seasons. (SPONSOR here uses the term "mystery" in a very broad sense to include suspense-crime-detective programs.)

With four more mysteries scheduled this coming season than last, the biggest innovation here is the hour-long show. Two of the new mysteries fall in the 60-minute category and are designed to be high-calibre, high-budget products. However, neither *Crisis* (NBC TV) nor *Perry Mason* (CBS TV), were completely sponsored as this was written. *Crisis* had an hour open on 26 alternate weeks and *Perry Mason* an alternate hour all the way.

4. *The decline of the hour-long show* is reflected by the huge cut-back  
(Please turn to page 42)



BUT  
WHAT  
DO YOU DO  
FOR AN  
ENCORE?





In show business, it's considered one of the tougher propositions. How, for instance, do you follow up a series like "The Silent Service?" Very simple. You produce "Boots and Saddles – the Story of the Fifth Cavalry." It's set in the 1870's, when Indians and Yankees played for keeps instead of pennants. It won't solve a single world problem. It will entertain.

NBC TELEVISION FILMS A DIVISION OF

**CNP**

CALIFORNIA NATIONAL PRODUCTIONS, INC.



	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00		Lamp Unto My Feet sust			Garry Moore Campbell Soup			Garry Moore TBA		
10:15					Lever Bros alt Bird & Son	Arlene Francis TBA		TBA	Arlene Francis TBA	
10:30										
10:45		Look Up & Live sust			Arthur Godfrey Stand Brands	Treasure Hunt TBA		Arthur Godfrey Mutual of Omaha	Treasure Hunt TBA	
11:00					Stand Brands			TBA		
11:15		UN In Action sust			Bristol Myers	Price Is Right TBA		TBA	Price Is Right TBA	
11:30					Bristol Myers	Mentholatum alt TBA		Florida Citrus	Chesebrough-Ponds alt TBA	
11:45		Camera Three sust			Strike It Rich Colgate	Truth or Consequences TBA		Strike It Rich Colgate	Truth or Consequences TBA	
12N										
12:15		Let's Take a Trip sust			Hotel Cosmopolitan Stand Brands	Tic Tac Dough P&G alt TBA		Hotel Cosmopolitan Wesson Oil	Tic Tac Dough Stand Brands	
12:30					Love of Life Amer Home Prod	P&G alt TBA		Love of Life Amer Home Prod	P&G	
12:45		Wild Bill Hickok Kellogg			Search for Tomorrow P&G	It Could Be You TBA		Search for Tomorrow P&G	It Could Be You TBA	
1:00					Guiding Light P&G	P&G alt TBA		Guiding Light P&G	Brillo alt TBA	
1:15		Heckle & Jeckle sust			News (11:10) sust			News (11:10) sust		
1:30					Stand Up & Be Counted sust	Close-Up co-op		Stand Up & Be Counted sust	Close-Up co-op	
1:45		No net service			As the World Turns P&G	Club 60 co-op		As the World Turns P&G	Club 60 co-op	
2:00					TBA			TBA		
2:15		No net service			Our Miss Brooks TBA	Club 60 (Cont'd)		Our Miss Brooks TBA	Club 60 (Cont'd)	
2:30										
2:45		No net service			Art Linkletter Stand Brands Campbell Soup	Bride & Groom TBA Toni alt TBA		Art Linkletter Kellogg TBA	Bride & Groom TBA Brillo alt TBA	
3:00										
3:15		No net service			Big Payoff Colgate	Matinee parties		Big Payoff TBA	Matinee parties	
3:30										
3:45		No net service	Mr. Wizard sust		You Are the Jury TBA	Matinee (Cont'd)		You're the Jury TBA	Matinee (Cont'd)	
4:00										
4:15	Program and sponsor not set	Program and sponsor not set	Wide Wide World (4-5:30) Gen Motors		Brighter Day P&G	Queen for a Day Mentholatum alt TBA		Brighter Day P&G	Queen for a Day Stand Brands	
4:30					Secret Storm Amer Home Prod	TBA		Secret Storm Amer Home Prod	Stand Brands	
4:45	Program and sponsor not set	Program and sponsor not set	alt weeks Omnibus (4-5:30) Union Carbide & TBA	Lucky Lady TBA	Edge of Night P&G	P&G	Lucky Lady TBA	Edge of Night P&G	P&G	
5:00					Stand Brands	Modern Romances Sterling Drug		TBA	Modern Romances Brillo alt TBA	
5:15	Program and sponsor not set	Seven Lively Arts (3 In 1) (4-5) TBA	Wide Wide World alt Omnibus	Superman Kellogg TBA	No net service	Comedy Time TBA	Wild Bill Hickok Kellogg TBA	No net service	Comedy Time TBA	
5:30										
5:45	Program and sponsor not set	See It Now (1 In 1) (4-5) TBA	Outlook sust	Mickey Mouse Club TBA	No net service	No net service	Mickey Mouse Club TBA	No net service	No net service	

**Notes:** Charts cover regularly scheduled programs only. The only regularly scheduled programs not listed are as follows: *Tonight*, NBC TV 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; *Sunday News Special*, CBS TV, Sunday, 11-11:15 p.m., sponsored by Whitehall alternating with Carter Products; *Today*, NBC TV, 7-9 a.m., Monday-Friday, participating; *The Jimmy Dean Show*, CBS TV, 7-7:45 a.m., Monday-Friday, participating; *Captain Kangaroo*, CBS TV, 8-8:45 a.m., Monday-Friday, 9:30-10 a.m., Saturday, participating; *News*, CBS TV, 7:45-8 a.m. and 8:45-9 a.m., Monday-Friday. All times are Eastern Standard. Participating sponsors are not listed

because they fluctuate. Asterisk after costs indicates repeats are free.

**At presstime:** Here are last minute additions to the fall program schedules at the three networks.

**ABC TV:** Sunday 7:30-8:30 p.m. slot has been sold to Kaiser Aluminum for *Maverick*. This adds another hour Western to the program types list for the 1957-58 season (page 36), bringing total for all Westerns to 17. Show also further weights the scales to film.

On Monday in the 8-8:30 p.m. period the network has signed Max Factor as sponsor for a show yet to be selected. Daytime additions at ABC TV include Sweets Co. buy of alternate Mondays, Wednes-



WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Garry Moore TBA Lever Bros.	Arlene Francis TBA		Garry Moore Nestle alt TBA Tont alt Nestle	Arlene Francis TBA		Garry Moore TBA Swift	Arlene Francis TBA		Capt. Kangaroo parties	Howdy Doo Moose (C) Continental Bk
Godfrey Williams mills	Treasure Hunt TBA		Arthur Godfrey Bauer & Black Scott Paper	Treasure Hunt TBA		Johnson & Johnson alt Col. Parkington Lever Bros.	Treasure Hunt TBA		Mighty Mouse Gen. Foods alt Colgate	Andy's Can Minn. Mining alt TBA
Myers Myers	Price Is Right Gen. Foods alt TBA SON alt TBA		Gen. Foods Florida Citrus	Price Is Right TBA		Yanley alt Pillsbury alt Glass Staley alt TBA	Price Is Right Lever Mentholatum alt TBA		Susan's Show TBA	Fury Gen. Foods alt Borden
It Rich Leate	Truth or Consequences TBA Lever		Strike It Rich Colgate	Truth or Consequences TBA A. Culver alt Miles		Strike It Rich Colgate	Truth or Consequences Gen. Foods alt TBA Lever		Program and sponsor not set	Capt. Gallar Horne
Hotel Cosmopolitan TBA of Life Amer. Home Prod.	Tic Tac Dough TBA P&G		Hotel Cosmopolitan Tont alt TBA Love of Life Amer. Home Prod.	Tic Tac Dough Kraft Minn. Mining alt P&G		Hotel Cosmopolitan TBA Love of Life Amer. Home Prod.	Tic Tac Dough Star Kist alt TBA P&G		Big Top sust	True Story TBA Sterling Drug
It Could Be You Armour alt TBA Brown & Watson alt Corn Prod.			Search for Tomorrow P&G Guiding Light P&G	It Could Be You A. Culver alt Miles P&G alt TBA		Search for Tomorrow P&G Guiding Light P&G	It Could Be You TBA Corn Prod alt P&G		Big Top (S) (d)	Detective Dr. Sterling Drug TBA
News 11:10t sust Stand Up & Be Counted sust	Close-Up co-op		News (11:10) sust Stand Up & Be Counted sust	Close-Up co-op		News (11:10t) sust Stand Up & Be Counted sust	Close-Up co-op		Lone Ranger Gen. At alt Nestle	NCAA Footb 9 21 9 24 10 10 19 11 2 11 11 30 12 7 1 15 & 5 12 p
World rns G TBA	Club 60 co-op		As the World Turns P&G TBA	Club 60 co-op		As the World Turns P&G TBA	Club 60 co-op		No net service	Bristol Myers Sunbeam Zent Libby Owens F Regional Footb 10 12 10 16 1 11/23 Amer. Machine Foundry Sunbeam Philip Morris TBA
As Brooks TBA alt TBA	Club 60 (Cont'd)		Our Miss Brooks TBA Nestle alt TBA	Club 60 (Cont'd)		Our Miss Brooks Gen. Mills Johnson & Johnson alt TBA	Club 60 (Cont'd)		No net service	Football (Cont'd)
Linkletter Bros. mills	Bride & Groom TBA		Art Linkletter Kellogg Pillsbury	Bride & Groom TBA Miles alt A. Culver		Art Linkletter Lever Bros. Swift	Bride & Groom TBA Mentholatum alt TBA		No net service	Football (Cont'd)
Big Payoff TBA	Matinee parties		Big Payoff TBA	Matinee parties		Big Payoff Colgate	Matinee parties		No net service	Football (Cont'd)
Are the Jury TBA	Matinee (Cont'd)		You Are the Jury TBA	Matinee (Cont'd)		You Are the Jury TBA	Matinee (Cont'd)		No net service	Football (Cont'd)
Brighter Day G Secret Storm ne Prod.	Queen for a Day Corn Prod alt TBA		Brighter Day P&G Secret Storm Amer. Home Prod.	Queen for a Day Minn. Mining alt TBA Miles alt A. Culver		Brighter Day P&G Secret Storm Amer. Home Prod.	Queen for a Day Gossard alt TBA Corn Prod alt TBA		All Star Golf Miller Brewing	Professional Hockey (starts 11:2)
Night G TBA	P&G Modern Romances Corn Prod alt Sterling Drug		Edge of Night P&G TBA	P&G Modern Romances Kraft		Edge of Night P&G TBA	P&G Modern Romances Corn Prod alt Sterling Drug		All Star Golf (Cont'd) Miller alt TBA	Hockey (Cont'd)
Service	Comedy Time Lever SON alt TBA		No net service Woody Woodpecker Kellogg	Comedy Time Kraft Miles alt TBA		No net service The Buccaneers Kellogg alt TBA	Comedy Time TBA Gen. Foods alt Mentholatum		TBA	Hockey (Cont'd)
Service	No net service		Mickey Mouse Club TBA TBA	No net service		Mickey Mouse Club TBA TBA	No net service		Lone Ranger Gen. Mills alt TBA	Hockey (Cont'd)

days and Fridays on 5-5:30 kid show block plus complete sponsorship on Saturdays, 5-5:30 p.m., of the *Tales of the Texas Rangers*.

**CBS TV:** The only addition here is the Atlantis Sales Corp. (French's Mustard) daytime buy. Atlantis will buy *Our Miss Brooks*, alternate Wednesdays 2-2:15 p.m.; *You Are the Jury*, alternate Wednesday 3:45-4 p.m.; *Edge of Night*, alternate Wednesday 4:45-5 p.m.; and *Hotel Cosmopolitan*, alternate Wednesday 12n-12:15 p.m.

**NBC TV:** Addition of *The Thin Man*, Friday 9:30-10 p.m. sponsored by Colgate, gives another half-hour to film and brings the number of half-hour mystery shows up to eight. Altogether there are

10 mysteries now set for fall. Also set in nighttime schedule is a new show for Pharmaceuticals, *What's It For*. This live half-hour built around new inventions takes Saturday 10-10:30 p.m. berth. Daytime additions include: Libbey-Owens-Ford as sponsor for the remaining one-quarter of the *NCAA Football Games* on Saturdays, and scheduling of *Treasure Hunt* (seen at night on ABC TV this past season) in the Monday through Friday 10:30-11 a.m. period. No sponsors had been signed at presstime. NBC TV has also added to its list of specials 16 hour-long *Shirley Temple* shows. National Dairy Products, John H. Breck and Hills Brothers Coffee will sponsor.



	SUNDAY			MONDAY			TUESDAY			
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00			Meet The Press TBA							
6:15		Program and sponsor not set								
6:30										
6:45		20th Century Prudential \$15,000	Program and sponsor not set		No net service D Edwards Brown & Winson	No net service News Ronson		No net service D Edwards Whitehall	No net service News	
7:00										
7:15	You Asked for It Sklippy Peanut Butter	Lassie Campbell Soup	Amateur Hour Hazel Bishop	Program and sponsor not set John Daly News TBA	No net service D Edwards Brown & Winson	No net service News Ronson	Program and sponsor not set John Daly News TBA	No net service D Edwards Whitehall	No net service News	Program sponsor not set John
7:30										
7:45	Maverick Kaiser Alum \$70,000	Jack Benny alt Bachelor Father \$38,500 Amer. Tob.	Sally Chemstrand alt Royal McBee \$41,500	Program and sponsor not set	Robin Hood Johnson & Johnson Wildroot	Price Is Right Spedel alt TBA \$30,000	Cheyenne G.E. alt with Sugarfoot	Name That Tune Kellogg alt Whitehall	Program and sponsor not set	Dis Reyn Ge Derl
8:00										
8:15	Maverick (Cont'd)	Ed Sullivan Mercury alt Kodak	Steve Allen S. I. Johnson alt Pharma-Traft & Greyhound	TBA Max Factor	Burns & Allen Larnation alt Gen Mills	Restless Gun Warner-Lambert alt TBA \$37,500	Sugarfoot Amer Chicle 1/2 TBA 1/2 \$45,000 1/2 hr	Phil Silvers P&G alt R. J. Reynolds	Eddie Fisher L&M alt Geo. Gobel RCA & Whirlpool \$100,000	Dis (C)
8:30										
8:45	Program and sponsor not set	Ed Sullivan (Cont'd)	Steve Allen (Cont'd)	Bold Journey Ralston-Purina	Talent Scouts Toni alt Lipton	Wells Fargo Amer Tob alt Bulek \$38,500	Wyatt Earp P&G alt Gen Mills	It Gives Me Great Pleasure Lever alt Shulton \$36,500	Gobel alt Fisher (Cont'd)	Tor Bris. \$
9:00										
9:15	Program and sponsor not set	G.E. Theatre G.E.	Chevy Show Chevrolet \$150,000	Voice of Firestone Firestone	Danny Thomas Gen Foods \$47,500	Twenty-One Pharmaceuticals	Broken Arrow Miles alt Ralston Purina	To Tell The Truth Pharmaceuticals	Meet McGraw P&G \$33,000	Ozzie Ma Fik
9:30										
9:45	Program and sponsor not set	Hitchcock Presents Bristol-Myers	Chevy Show (Cont'd)	Welk Top Tunes & New Talent Dodge-Plymouth	December Bride Gen Foods	Action Alcoa-Goodyear \$40,000	Telephone Time AT&T	Red Skelton Pet alt S. C. Johnson	Bob Cummings R. J. Reynolds alt Cheselbrough- Pond's	Walter B \$ 00
10:00										
10:15	Mike Wallace Interview Philip Morris \$15,000	\$64,000 Challenge Revlon alt P. Lorillard	Loretta Young P&G	Welk (Cont'd)	Studio One Westinghouse	Suspicion Ford alt TBA \$79,500	Program and sponsor not set	\$64,000 Question Revlon	The Californians Singer alt TBA \$37,500	Wed N Mermen
10:30										
10:45	No net service	What's My Line? Helene Curtis alt Sperry-Rand	No net service	Program and sponsor not set	Studio One (Cont'd)	Suspicion (Cont'd)	Program and sponsor not set	Program and sponsor not set	No net service	Wed N (C)

## NETWORK TV . . .

(Continued from page 37)  
in dramatic series. This coming season only 22 "long" shows of all types are set, as compared to 32 at the height of the 1956-57 term.

While both hour and half-hour straight dramas have suffered a loss, the heaviest hit is the 60-minute version. There will be nine fewer hour dramas. In all the dramatic shows category has lost 11 shows.

The only openings in the fall schedule for hour or longer shows are four periods on ABC TV and NBC TV's *Wagon Train*, hour-long Western, which is scheduled for Wednesday nights but had not picked up a sponsor as this was written.

Most valid reasons for the decline of the long show, particularly the

hour dramatic program, seem to be:

- Rising costs.
- Program content.

On the cost issue—there are no new hour dramas set for next season, but the average price hike of the returnees is \$8,000, and conspicuous by their absence from the fall line-up are the higher-priced dramas like *20th Century-Fox Hour*, *Tv Playhouse* and *Conflict*.

As for content—the exodus to other writing fields by the skilled authors who zoomed with the growing tv industry has been mentioned often. There is also the too-many-cooks theory as evidenced by one script editor's statement that on a particular script he counted 40 people with an active say as to content. (The editor added that

this was an extreme case however.)

5. The number of film hours overtake live for the first time this coming season. (See chart page 36 for film vs. live in terms of number of hours and percentages.)

The rise of the Western and mystery shows along with the cost factor have brought about this change in the balance to the favor of film. This has been a steadily growing trend throughout the past few seasons. Biggest factors in keeping the live percentages from going even further down this coming season are the new variety shows featuring vocalists and the quizzes which have lost ground but still take fifth place percentage-wise in favored show types.

6. The quiz slowdown (mentioned



WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
NBC		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
service wards Wmson	No net service News		No net service D Edwards Whitehall	No net service News Henson		D Edwards Brown & Wmson alt H B Hop	No net service News			
service wards Wmson	No net service News	Program and sponsor not set John Daly News TBA	No net service D Edwards Whitehall	No net service News Henson	Program and sponsor not set John Daly News TBA	No net service D Edwards Brown & Wmson alt H B Hop	No net service News			
Lucy inst al alt r Pen Dell	Wagon Train sponsor TBA	Circus Boy Mars alt Kellogg	Sgt. Preston Quaker Oats	Tic Tac Dough Warner Lambert alt TBA \$11,000	Rin Tin Tin Nabisco	Leave it to Beaver Sperry Hand alt TBA \$16,500*	Mark Saber Sterling Drug \$25,000*	Program and sponsor not set	Perry Mason Peters alt LBB Brown Ford alt alt TBA \$16,000 alt	People Are Fun B J B TBA
cord Page) tle & alt g & UCY	Wagon Train (Cont'd)	Zorro 7 to alt A. C. Spark Plugs \$15,500	Scott Island R J Reynolds alt TBA \$38,000	You Bet Your Life Toni alt Desoto	Jim Bowie Amer Oil Co alt TBA	Trackdown Swamy Oil alt Amer Tob \$13,500	Court of Last Resort 1st Last alt \$25,000	Program and sponsor not set	Perry Mason alt	Perry Como alt Naxos Alt Day alt
cord di hr	Father Knows Best Scott Paper	Real McCoys Sylvania \$35,000	Climax Chrysler	Dragnet L.A.M. alt Schick	Patrice Munsel Butch alt Frigidaire \$15,000	Zane Grey Gen Foods alt Ford	Life of Riley Lever alt TBA	Program and sponsor not set	Dick & The Duchess Mogen David alt H. Curtis \$13,500	Perry Como alt BCA & W alt
Monnaie te	Kraft Theatre Kraft	Pat Boone Chevrolet \$15,000	Climax (Cont'd) Shower of Stars Specials No. not set	People's Choice Borden alt Amer Home Foods	Frank Sinatra Chesterfield \$17,500	Mr. Adams & Eve R J Reynolds alt Colgate	Manhunt Amer Tobacco alt TBA \$31,000	Lawrence Welk Dodge	Gale Storm Nestle alt H. Curtis	TBA L.A.M. alt Fats
Co. Secret ynolds	Kraft Theatre (Cont'd)	OSS Mennen \$28,750	Playhouse 90 Bristol-Myers Philip Morris Kimberly Clark Amer Gas	Tenn Ernie Ford Show Ford	Date With Angels Plymouth \$38,000	Schlitz Playhouse Schlitz	Thin Man Colgate \$16,000	Lawrence Welk (Cont'd)	Have Gun Will Travel Lever alt Whitehall \$33,000	Gisele MacKenzie alt alt \$17,000
Hour steel th theatre	This Is Your Life P&G	Navy Log U. S. Rubber	Playhouse 90 (Cont'd) Allstate Ins.	TBA Lever Bros.	Colt .45 Campbell Soup \$19,000	Line Up P&G alt Brown & Williamson	Cavalcade of Sports Gillette	Guy Mitchell Hester \$17,000	Gunsmoke L.A.M. alt Sperry Hand alt LBB	What's It For Marathon \$17,000
theatre ong	No net service	Program and sponsor not set	Playhouse 90 (Cont'd)	New Jane Wyman Show H. Bishop alt Quaker Oats \$36,500	Program and sponsor not set	Person to Person Time alt Amer Oil & Hamm	Cavalcade of Sports Red Barber's Corner State Farm	Program and sponsor not set	Program and sponsor not set	Hit Parade alt TBA alt T

above) finds five fewer quiz shows set for fall. SPONSOR's comparison is with the quizzes that were on in November 1956 and the new and returning ones upcoming. It does not include the quiz shows that sprang up and died a quick death in the middle of last season. (In all eight failed during the 1956-57 term.)

Only two new quiz programs will debut this fall—and both of them are copies of successful daytime starters, *Tic Tac Dough* and *The Price is Right* (both on NBC TV).

7. *Situation comedies are rolling merrily along* while, by way of contrast, the tv comedian is becoming the vanishing American. Situation comedies are again the favored format, taking the highest percentage among

show types; there'll even be two more than last season.

As for the comic, there are only three left: *Red Skelton*, *Jack Benny* and *George Gobel*. Gobel returns this year in a new hour variety format. In a recent SPONSOR Asks column, Steve Allen, Jack Philbin, executive producer of the *Jackie Gleason Show*; and Walter Craig, vice president in charge of radio and tv for Norman, Craig & Kummel, gave their views on tv comedy and the possibilities of a comeback. All agreed that straight comedy would make a comeback and all agreed that the week-in-week-out treadmill had driven the comics off the air. Suggestions for improving the comedy outlook included:

- Remove comedy from the weekly

assembly line and put it on a once-a-month basis.

- Foresee the wear-out factor and change material (characterizations) much more often.

- Develop new comics and comedy writers and find new training grounds for them.

8. *Split sponsorships outnumber single sponsorships* for the first time this year. This too is due, of course, to the rising cost factor. The mounting number of alternate and co-sponsorships has been a steadily noticeable trend. Here's how it works out in terms of shows:

SEASON	SPLIT	SINGLE
1956-57	19	65
1957-58	57	52

- 9. *There'll be more brand new*



show scattered throughout the schedule. A comparison with the 1956-57 season starters works out like this:

SEASON	NUMBER OF NEW SHOWS
1956-57	29
1957-58	40

This is the count, but with a number of time slots still open, the final 1957-58 total will undoubtedly go higher.

Of the 40 new shows, ABC TV has 13, CBS TV has 10 and NBC TV has 17. By types they break down this way:

Adventure	2
Drama	3
(half-hour)	
Music	1
(one-hour)	
Music	1
(half-hour)	
Mystery	2
(one-hour)	
Mystery	4
(half-hour)	
Quiz	2
Situation comedy	7
Variety	3
(one-hour)	
Variety	4
(half-hour)	
Western	2
(one-hour)	
Western	7
(half-hour)	
Miscellaneous	2

(Note: the hour Western category includes NBC TV's *Wagon Train* which, while not yet sponsored, is fairly firm at this writing.)

## Availabilities

### Q. Are there still many openings in the nighttime schedule?

A. As this is written there are eight hours unprogramed. Here's the breakdown:

ABC TV	5½
CBS TV	1
NBC TV	1½

NBC TV also has another hour which has been programed (*Wagon Train*, Wednesday 7:30-8 p.m.), but which has not as yet been sold. ABC TV also has (in addition to the 5½ hours) six half-hours open in the 10:30-11 p.m. slot, but this time may not be programed at all.

Aside from the time that is completely open, all three networks have shows looking for alternate sponsors. Here's that picture:

ABC TV	2
CBS TV	3
NBC TV	6

This seems to be a slower season for selling. At this time last year there were only three and a quarter hours completely up in the air as compared with eight hours as of now.

ABC TV, which has the most unprogramed time, is finding Saturday and Sunday nights the hardest to fill. The network has from 7:30 to 9 p.m. open on Saturdays and 7:30 to 10 p.m. on Sundays.

## Costs

### Q. How much more will an advertiser have to pay for talent and production costs next season?

A. Talent and production costs will be from 5 to 10% higher than last year. (See chart, page 36, for average talent-production costs of the new programs by types.) Costs of some shows, variety in particular, are going even higher due to the desire to present a "class" program. Several of the remaining hour dramas have taken a big hike with the same view in mind.

### Q. How will network tv time costs compare this fall with last year?

A. Increases have gone into effect all along the line. Basically, here's how they shape up:

ABC TV—"A comparison of rates in either dollars or percentages between any two years may be very misleading since rates are a function of programing, coverage, quality of facilities and so on," says Jay Rabinowitz, ABC TV administrative v.p. "Although rates for time may increase, the cost-per-1,000, as is the case with ABC, has shown a marked decrease."

In terms of coverage, then, ABC TV's basic network lineup for the 1957-58 season includes live clearance of 80 stations "with a coverage of 85% of the national tv homes" compared with 73 live and 74% coverage the preceding year.

Translated into rates, here's the picture:

The weekly discount structure has remained the same as last year, cable charges are unchanged, and stations in most major markets have held the line on time costs or increased moderately.

CBS TV—The network had a rate

increase for some of the basic stations in mid-March, but most advertisers on the air then have a six-months' rate protection.

"There's no increase contemplated beyond that," says Bill Hylands, v.p. in charge of network sales.

He estimates individual station increases as ranging between 5 and 10%, but not exceeding the latter figure.

NBC TV—The network has added two basic interconnected stations between June 1956 and June 1957, making the current total 58 stations. Total cost for an hour on that basis is \$79,050, compared with \$72,500 last year, representing approximately a 9% increase.

The half-hour "A" rate is \$47,430 compared with \$43,500 last year, or a 9% increase; whereas the quarter-hour "A" is 8% higher, or \$31,620 compared with \$29,000 last year.

Increases all the way down the line seem to run under 10%.

### Q. What will be the trend in audience size?

A. *Tune-in*: The fluctuation in hours and minutes spent viewing network and local tv combined have been relatively slight. Here's how the years 1951 through 1956 compare, on a 12-months' Nielsen average:

	DAY	NIGHT	TOTAL
1951	1:30	3:30	4:50
1952	1:36	3:11	4:47
1953	1:43	3:00	4:43
1954	1:41	2:59	4:40
1955	1:44	2:58	4:42
1956	1:53	3:06	4:59

With these figures in mind, J. Eliasberg, CBS TV research director says, "Sets-in-use figures haven't changed in five years enough to make a difference. I don't anticipate any world-shaking change this fall, though there may be a slight steady increase."

NBC TV's Bob Daubenspeck says: "Daytime hit an all-time high recently, but our daytime programing is so strong it may boost the viewing further in fall. Sets-in-use may increase at night between 7:30 and 10:30 p.m. as well because of stronger total programing in fall, but no more than 5%. I think."

Julian Barnathan, ABC TV research director, foresees areas for increased sets-in-use this fall, particularly "fringe time such as 7:30 to 8:00 p.m. and 10:00-10:30 p.m., where the audience is available but programing is only now become strong enough to get them to tune in regularly."

Says he: "Other times may not in-



crease much because they're already at a high level. But daytime is likely to increase when more ABC TV programming comes in. As it is, we expect to see a boost in the 4:30 slot which we're now going to program."

**Ratings:** There's likely to be some levelling off in nighttime ratings. For one thing, there will be strong programming more consistently on all three networks. Secondly, the "counter-programming" techniques which guided scheduling for fall by all three networks, are likely to eliminate such run-away hits as *Lucy*. Audiences are more likely to be evenly divided when shows with different appeal are pitted against each other.

## Color

**Q. Will there be more color programming next season?**

**A.** At NBC TV, which has the biggest stake in color through the RCA color receivers, yes. At CBS TV no upswing is expected. As of now the special shows will be in color. *Red Skelton* will be colorcast off and on. The daytime *Bob Crosby Show* which was in color sometimes last season is going off and there will be a cut-back colorwise there. ABC TV has no color plans.

NBC TV's plans are not finalized, but the network says it expects to do more—just exactly what is a question. One innovation: NBC TV plans to broadcast its highest-rated shows in color. One of these they expect will be the *Steve Allen Show*. Many but not all of the specials will be in color.

Slowness in the sale of color receivers and the higher costs of color shows are obviously still the main factors holding off an avalanche of tint.

## Specials

**Q. Will there be more special shows next fall?**

**A.** Yes, the new here-and-there plan for the specials actually adds up to more of these shows throughout the year.

NBC TV plans the largest number of specials—at least 50. CBS TV has 22 specials definitely set plus some *Show-er of Stars* planned for but not pinned down. ABC TV has only two specials

in mind, the *Frank Sinatra* hour shows mentioned earlier.

The CBS TV shows that are in the works include 10 for DuPont, five *Desi Arnaz* shows for Ford, and seven *Lowell Thomas* shows for Delco. Talked about but not definitely set, are four *Jackie Gleason* shows and six *Art Linkletter* "People and Places."

Of the 50 specials NBC TV has in mind, about 21 have been announced. Six *Bob Hope Shows* for Timex, six *Jerry Lewis Shows* and the *Academy Awards* for Oldsmobile. *Pinaocchio* for Rexall, *Annie Get Your Gun* for Pontiac and Pepsi-Cola, five (possibly six) *Hall of Fame* for Hallmark, and the General Motors *General Anniversary* show. Also five other shows for Pontiac are in the works.

## Daytime

**Q. Will there be much change in daytime programming?**

**A.** There is some change at all three networks, but ABC TV will make the most radical moves. The network plans to put six live programs in the 3:00-5:00 p.m. strip. So far *Lucky Lady* is the first to be definitely set. *Lady* takes the 4:30-5 p.m. berth.

The prospective new live daytime shows in the 3:00-4:30 periods include: *What Makes You Tick?* (audience participation), *Parlay* (quiz), *The Man in Your Life* (new type), *What's the Name of That Tune?* (musical game), and *Guest of Honor* (interview). All will be half-hour in duration.

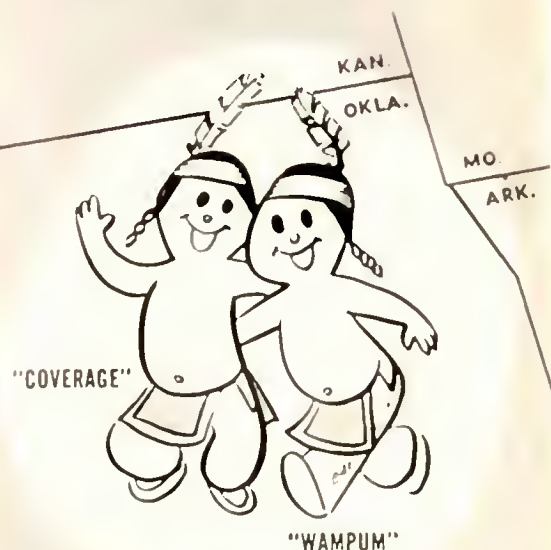
Other changes at ABC TV include cutting *Mickey Mouse Club* back to a half-hour (5:30-6 p.m.) and stripping youth-appeal film shows in the 5-5:30 p.m. slot. The films, all re-runs except for *Woody Woodpecker*, will be half or alternately sponsored by Kellogg.

While the new half-hour version of *Mickey Mouse Club* has eight sponsors signed, just who is taking which segment is still up in the air. The advertisers are: Mars, Armour, Mattel, Miles, General Mills, Bristol-Myers, General Foods and Pillsbury. (See Fall Comparagraph accompanying this section for schedules of the three networks.)

CBS TV has just two daytime programming changes: (a) the dropping of one soap, *Valiant Lady* for another, *Hotel Cosmopolitan*; (b) replacement of *Bob Crosby* (who has plans for a

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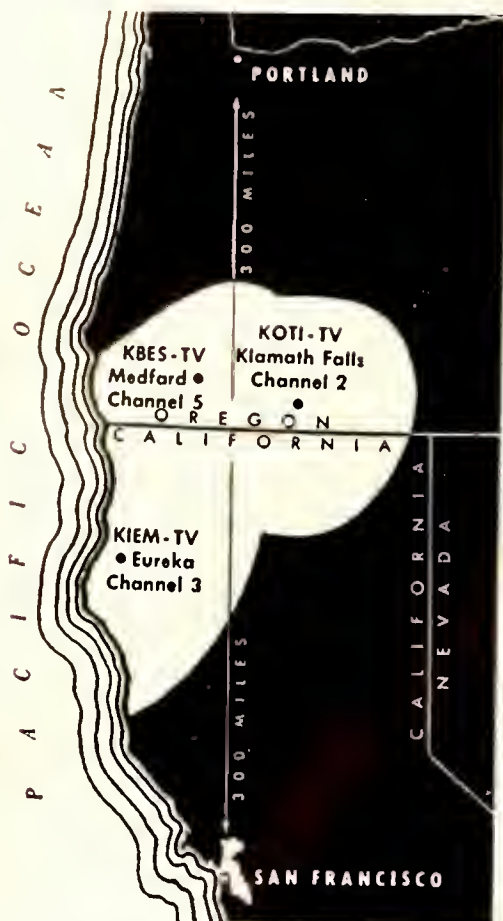
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## MARKET FACTS

POPULATION	356,330
FAMILIES	115,760
TV FAMILIES	88,106
RETAIL SALES	\$487,971,000
CONSUMER SPEND- ABLE INCOME	\$615,366,000

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nighttime series) with *You Are the Jury*.

The status of *Hotel Cosmopolitan* is still not a dead certainty, but the network says it feels the show will definitely go on by October. The new serial previously had been due to start this summer but its pilot met with some reservations.

On the sponsor front, P&G has made the most drastic move by cutting back its sponsorship of the two half-hour soaps (*As the World Turns* and *Edge of Night*) to 15-minutes each. The rest of the sponsorship picture remains pretty stable at CBS TV with the exception of the *Bob Crosby* advertisers who, at presstime, are undecided whether or not to go along with the new *You Are the Jury*.

NBC TV programing changes include: (a) dropping of *Home* and substituting a half-hour *Arlene Francis Show* with another half-hour yet to be announced; (b) the mid-summer replacement of *Tennessee Ernie Ford* (who also wants to devote his energies to nighttime) with *Bride and Groom*.

While the *Arlene Francis Show* and the new half-hour are still unsettled and unsold, *Bride and Groom* is moving right along and has picked up five sponsors to date.

The over-all Monday through Friday picture shows CBS TV sticking with its daytime serials and personality-fronted shows despite rating inroads made by NBC TV with its quizzes and audience participation programs.

Week-end daytime programing finds ABC TV drawing a blank for Sunday but coming up with new sponsored time on Saturday, the *All Star Golf* film series (4-5 p.m.) and the *Lone Ranger* (5:30-6 p.m.)

CBS TV has only one sponsored show set for Sunday afternoon, *Wild Bill Hickok*. And Saturday remains pretty much unchanged except for one open spot at 11:30-12 Noon. The network will televise the *Professional Hockey Games* on Saturday afternoons starting at 4 p.m. beginning 2 November.

NBC TV's Sunday afternoon schedule is unsettled up to 3:30. Sustaining shows, *Youth Wants To Know*, *American Forum*, *Zoo Parade* and *Frontiers of Faith* will probably be fitted in the line-up in some manner. From 4-5:30 p.m. the network has *Wide Wide World* (General Motors sponsoring) and *Omnibus* (Union Carbide and other sponsors to be announced) as alter-

nate programs. Saturday on NBC TV finds the network solidly booked until noon with children's shows (all sponsored except for one alternate segment of *Andy's Gang*, 10:30-11 p.m.). Sterling rug's *True Story* and *Detective Diary* remain in the 12-1 p.m. spots. The afternoon will be taken up by NCAA football and regional games which will have various starting times between 1:15 p.m. and 5:15 p.m.

## Washington

**Q. What's been the result of investigations into network practices?**

**A.** The 1957 session produced nothing very important or very new with relation to broadcasting, except reports on investigations which actually took place not only during the previous year but also during a previous Congress.

But the reports were dynamite with a time fuse.

First. Rep. Emanuel Celler's House Judiciary antitrust subcommittee issued a watered-down document calling for FCC and Justice Department probes of network practices. The Brooklyn Democrat, in the horse-trading which he found necessary to gain committee approval of his report, won a very significant point. He had to give up his conclusions calling for drastic regulatory and legislative changes, but he was able to save most of the reasoning which led to the conclusions. The resulting call for study of certain network practices was backed, in effect, by criticism leveled at these practices by the entire committee.

The second and much larger explosion came from the other side of the Hill, in the form of a hard-hitting document prepared by Senate Commerce Committee special counsel Kenneth Cox and regular counsel Nicholas Zapple. Compromises were also necessary here, but they were in the form of making the report a preliminary staff document—calling for study and comments by the FCC and the Justice Department—and with the specific statement that a final report would be adopted in the light of the statements to be received from those agencies.

The overall effect is that of a concerted Congressional attack on network option-time and must buy policies, Congressional questioning of relation-



ships among networks and ad agencies and sponsors, doubt about whether net ownership of stations should be cut down, questions about whether the webs are not getting into a monopoly position in program production. The reports, taken together, amount to a directive from both chambers and from both political parties to consider changes in these and other directions.

Meanwhile, the Department of Justice has had its own investigation of the television industry in full swing for a long time. First results were the block-booking action involving feature film distribution to tv stations and the suit over the NBC-Westinghouse sale-trade. But the Justice probe, or rather series of investigations, covers the whole broad field of relationships within the industry and searches for breaches of the antitrust laws.

The FCC's more publicized investigation undertaken by its network study committee under Dean Roscoe Barrow is even more sweeping, since Justice's is limited by legalities while the FCC is able to deal within the less confining limits of regulatory discretion.

**Q. Will anything actually be done about network practices?**

**A.** Since Justice and the FCC are already hard at work on the problems, it might be assumed that the House and Senate reports with their directives to probe are mere window-dressing. This is far from the case. Both agencies are now clearly warned of Congressional interest in their conclusions, urged to hurry up and reminded that there will be trouble on the Hill unless the two agencies find somebody guilty of something.

If, in the face of the various reports, the FCC majority votes against drastic changes, those who favor such changes will move into the area of legislation to force things along. The trump in the hand of those who favor the changes is the Justice Department. Justice, ignoring all other factors, can conclude that there are analogies between the attacked network practices and the practices which were outlawed in the motion picture industry after successful prosecution of the Paramount case.

It appears that nothing is likely to happen in a big hurry. The FCC network practices report isn't due until 30 September and may be delayed again. The Justice investigations have no ac-

tual target date for conclusion.

Over the long term it does appear likely that there will be some enforced changes in network option time and must-buy provisions, some modification of the relationships between networks and affiliates and some moves toward standardization of network time discounts. Outright regulation of networks appears unlikely.

**Q. Does the talk of FTC-FCC cooperation mean a stiffer attitude by the FCC toward stations who run commercials which are the basis of an FTC complaint?**

**A.** The much-heralded cooperation between the FTC and the FCC appears to have settled down into a big nothing. The FCC, to be sure, is advising networks and stations when the FTC issues complaints against advertisers, but there is no compulsion on the broadcasters to do anything about it, pending conviction. And, in any case, it would be illegal for the advertiser to continue to offer the commercials after conviction. The FCC has not issued any clear statement about what it would do if the broadcasters continue to carry commercials for which a sponsor has been convicted and which he refuses to change. There is no present intention to issue such a statement, because the matter very likely will not present itself. And the Commission will definitely not take action against any broadcaster purely on the basis of a complaint.

**Q. What's likely to come out of the clear-channel investigation?**

**A.** The FCC will likely in the future start proceedings aimed at clearing the boards of the long-debated clear channel and allied cases.

The powerful clear-channel stations want all their present protections continued and also ask for higher than the present 50 kw. maximum power. The daytime-only stations want the local sunrise to local sunset hours of operation changed to definite and slightly longer hours. The Class IV 250-watters want 1,000 watts so as to be able to compete with the daytimers.

The FCC has already started proceedings which might give the 250-watters what they want in cases where they can prove no excessive interference will be caused by the power increase. But the daytime-onlys appear slated to lose out. There is no really



Tulsa . . . the heart of a billion dollar market! That's a pretty fair hunk of trade, and, naturally, you'd like to have your share KVOO-TV would like for you to have it, too—and they are ready to help. You see, KVOO-TV blankets northeastern Oklahoma with the tops in network and local programming. And KVOO-TV doesn't stop there. Market research, merchandising and promotion aids, and constant attention to your account will make you glad you *showed* on KVOO-TV. Yes, it's CHANNEL 2 . . . for a real show . . . of profits . . . in Tulsa!





reliable indication as to what the clear channels can expect, but a good guess might be nothing much different from the status quo.

**Q. Is there any likelihood of an early FCC-approved test of fee-tv?**

**A.** The fee-tv proceedings passed another milestone in their long history during July filing of arguments as to what would be a proper test of the system and filing of counter-arguments holding that the tests wouldn't prove anything and shouldn't be tried.

Already confused enough, the sub-

scription television battle took another turn in recent months with the upsurge of wired systems which do not require FCC approval. If the wired or cable systems succeed, the proceedings, in the words of the lawyers, would be moot. Success of wired systems would likely mean collapse of the opposition to fee-tv over the public airwaves.

Opponents of fee-tv have relied on a contention that the system would be okay if it didn't use public airwaves. That position is now being re-examined—and hastily. But so far no satisfactory answer, other than a possible

push for common carrier designation and public utility-type regulations has presented itself.

There is another factor, too. If the wired systems are a conspicuous success and threaten hefty competition to free tv, then the networks and individual stations would want to cut in on it.

At the FCC the fee tv situation is not as simple as it appears. In the FCC order calling for written presentations on what would constitute an adequate test for the fee system, all seven commissioners agreed that the FCC has the legal authority to approve fee television and all seven agreed that a large-scale test should be tried before a final decision.

But in an earlier vote, it was 4-3 for a trial with retired chairman George C. McConaughy swinging the balance. The position of the new commissioner, Frederick Ford, is not yet clear. However, it is clear that the minority of three has not entirely abandoned its position against even a test.

The unanimous vote was possible only because this was a call for further paperwork and not a definite action. When the matter of an actual test comes up again, there could be a different result. Industry pressure, strong opposition from such as Rep. Harris (D., Ark.), chairman of the House Commerce Committee, several members of the Senate Commerce Committee, and Rep. Celler, could make a difference.

While it is true that, even so, the odds would favor approval of a test, there will be much room for disagreement among commissioners as to the scale and specifications for such a test. How many stations, what markets, how many hours, what safeguards, one or all systems and many more questions are so complex as to defy easy or quick resolution among seven men.

**Q. What's the outlook for uhf?**

**A.** The efforts to save uhf which first drew attention when the Potter subcommittee held hearings in 1954 are now so far out of the window that it is an effort to recall any of it.

The FCC's uhf "crash" research program, which was supposed to rescue uhf, has dwindled down to minor research questions.

The proposal to move all or a major part of tv to uhf is buried so deep that it, too, has been nearly forgotten.

"Selective de-intermixture" is still

# New York State's MOST POWERFUL

# 1,000,000 CHANNEL 40 watts

# WINR-TV

## BINGHAMTON

Affiliated with the Gannett radio-tv group  
and WINR Radio • 1000 watts • 680 kc.

## ON THE AIR MID-SEPTEMBER WITH FULL NBC PROGRAMMING

**George P. Hollingbery**  
National Representative

**Dale Taylor**  
General Manager  
Broadcast Division  
Binghamton Press Co. Inc.



technically alive, but no major markets which have nhf service are going to lose it, and even this business of creating nhf islands is very sick, even if not dead.

## DST Problem

**Q. How will the networks handle the Daylight Saving Time snarl this fall?**

**A.** Future for eliminating DST snarls looks increasingly bright. The shining hope lies with video tape, which is now being used to some extent by all three networks.

**ABC TV** Don Shaw, director of station clearances, says the network will continue to rely on "hot kines" in Hollywood to avoid a four-hour delay on New York-originating live shows during October.

"At the moment we do have tape in Chicago, as the central point in the country," he told SPONSOR. "But eventually, in fact by the first of the year, we hope to have video tape on the Coast as well, and that will eliminate all problems. But since a large portion of our shows are on film this fall, the problem isn't expected to be acute then either."

**CBS TV** "Since the New York and L.A. feeds are separate at night because of video tape, by end of September, we will have eliminated all Coast to Coast feeds, and thereby the delays," says Bob Jameson, CBS TV sales service manager.

When the programs feed from two major places, the biggest delay may be one of an hour. For instance, an 8:00 p.m. show in New York will be in Chicago and L.A. at 7:00 p.m. CBS Hollywood feeds will go into the Mountain Zone.

**NBC TV** This is network's DST strategy:

1. NBC TV program schedules will be based on Eastern Daylight Saving Time from 28 April through 26 October (following New York law).

2. Program schedules of all NBC TV stations in DST areas will remain unchanged.

3. Programs on interconnected stations in Standard Time areas will be one hour earlier, except:

Central Time zone will see 8:00-9:00 p.m. shows between 9:00 and 10:00 p.m.

Mountain Time Zone will see shows an hour earlier than New York. ■

# THE BIG 2 IN TULSA



Tulsa's industrial expansion tops every key industrial market in the nation. Tulsa ranks 2nd in the nation in per capita ownership of personal automobiles.

## NEW MARKET DATA

Tulsa's population is increasing at the rate of 3,000 families per year—8th fastest growing city in America.

The "Eyes of Oklahoma"—KVOO-TV—are focused on a billion dollar market. When you buy KVOO-TV you see results. Buy now... see better profits.

**KVOO-TV**  
channel **2**



For current availabilities contact any office of



She looks...

listens...

reacts...

In 30 rich

Oregon and

Washington

counties

covered

exclusively

by **KOIN-TV**,

Portland, Ore.

The boys from

**CBS-TV Spot**

Sales will tell you

a delightful story

about her buying

habits and

**KOIN-TV's**

ratings (amazing!)

and coverage

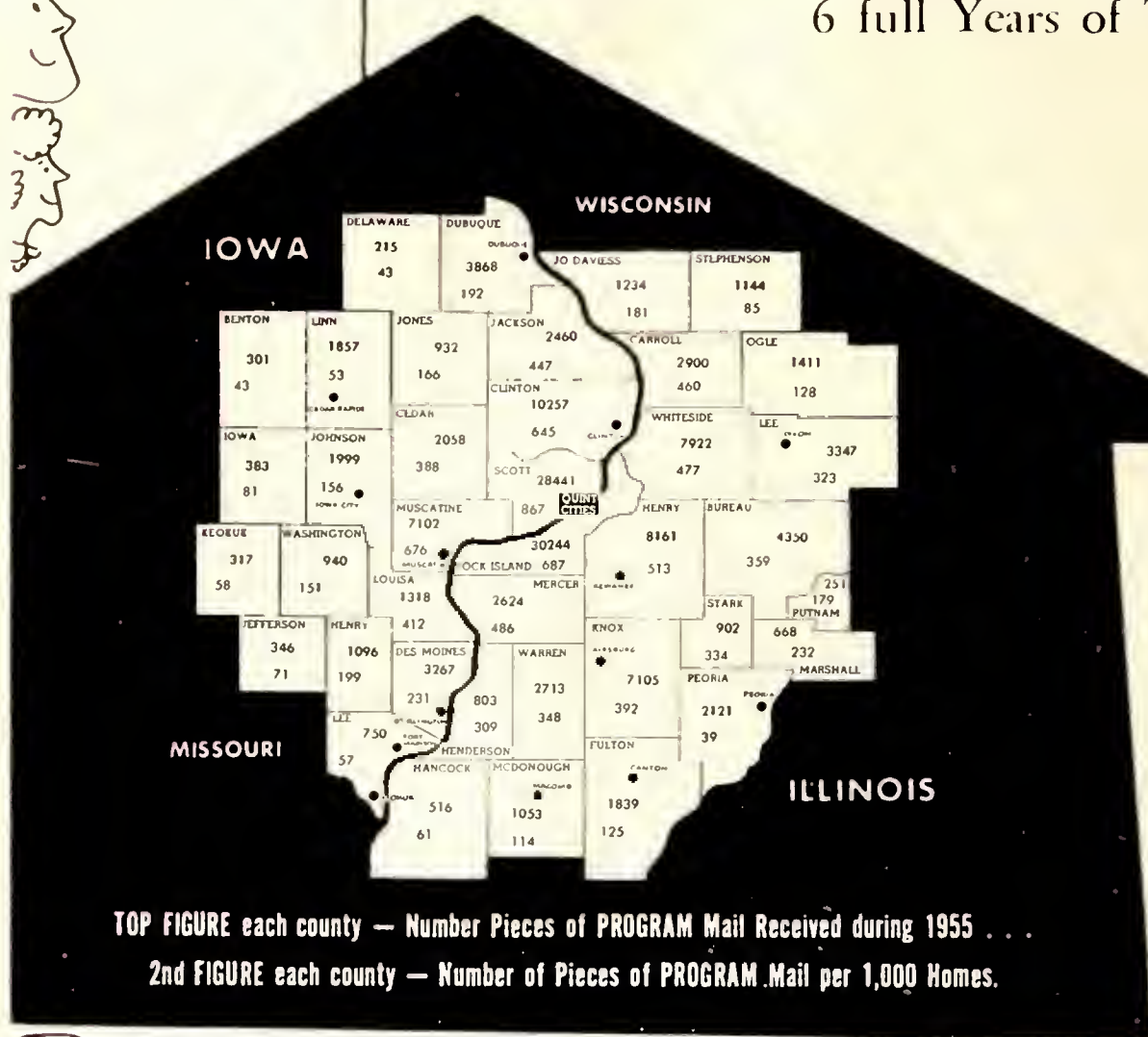
(Incredible!).



# WOC TV

*They get the 1 Picture*

Proved by 648,330 Pieces of Program  
Mail received by this Station During  
6 full Years of Telecasting . . .



This fabulous response . . .  
91% of it to local live telecasts  
. . . began in 1950. That year  
. . . WOC-TV's first full year on  
the air . . . 33,845 pieces of  
program mail were received;  
this mail came from 23 Iowa-  
Illinois counties — 237 cities  
and towns.

By 1955, this response jumped  
to 149,215 pieces of program  
mail received during a 12-  
month period; it came from 39  
Iowa-Illinois counties — 513  
cities and towns in these counties.

Accompanying map shows  
breakdown of this 1955 pro-  
gram mail, proving WOC-TV's  
"Good Picture" area.

WOC-TV Viewers are respon-  
sive. They respond to WOC-TV  
telecasts by mail. More import-  
ant, they respond to advertising  
on WOC-TV by purchases at  
retail outlets. We have a million  
success stories to prove it (well,  
almost a million). Let your  
nearest Peters, Griffin, Wood-  
ward representative give you  
the facts. Or call us direct.

## WOC-TV 39-COUNTY COVERAGE DATA — ●

Population	● 1,583,800
Families	● 489,700
Retail Sales	● 1,934,984,000
Effective Buying Income	● 2,686,413,000
Source	● 1957 Survey of Buying Income (Sales Management)
Number TV Homes	● 317,902
Source	● Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Company,  
Davenport, Iowa

The Quint-Cities Station —  
Davenport and Bettendorf  
in Iowa; Rock Island, Mo-  
line and East Moline in  
Illinois



Cal. B. J. Palmer, president  
Ernest C. Sanders, resident manager  
Mark Wadlinger, resident sales manager  
PETERS, GRIFFIN, WOODWARD, INC  
Exclusive National Representative



# SECTION **2 FILM**

Question-and-answer briefing section for guidance  
today and throughout the year to come. Covering:

**PROGRAMMING** starts page **52**

**COMMERCIALS** starts page **60**



# These 266 clients are leading film show buyers—and prospects\*

## Affiliated Super Markets

American Bakeries Co.  
American Brewery, Inc.  
American Brewing Co.  
American Chicle Co.  
American Home Products  
American Motors Corp.  
American Stores Co.  
American Tobacco Co.  
Anchor San. & Amer. Heating  
Anheuser-Busch, Inc.  
Antell, Charles, Inc.  
Armour & Co.  
Associated Food Stores  
Associated Hospital Service  
Associated Products, Inc.  
Atchison-Topeka-Santa Fe  
Atlantic Refining Co.

## Ballantine, P. & Sons

Bardahl Oil Co.  
Bavarian Brewing Co.  
Bayuk Cigars Co.  
Beatrice Foods Co.  
Bekin's Van & Storage Co.  
Best Foods, Inc.  
Bethlehem Steel Co.  
Better Living Enterprises  
Blatz Brewing Co.  
Block Drug Co.  
Bond Clothing Stores, Inc.  
Borden Co.  
Bowman Biscuit Co.  
Braun Baking Co.  
Bristol-Myers Co.  
Brown Shoe Co.  
Brown & Williamson Tobacco Co.  
Burger Brewing Co.

## Cal Fame Co.

Canada Dry Co./Bottlers  
Carling Brewing Co., Inc.  
Carnation Co.  
Carter Products, Inc.  
Chesty Foods, Inc.  
Chock-Full-O-Nuts  
Chrysler Corp.  
Chunky Chocolate Corp.  
Cities Service Co.  
Clairol, Inc.  
Clinton Merchandising Corp.  
Coca-Cola Co./Bottlers  
Colgate-Palmolive Co.  
Colonial Stores, Inc.  
Continental Baking Co.  
Continental Oil Co.  
Cott Beverages, Inc./Bottlers

## Dawson Brewing Co.

Dean Milk Co.  
Drewry's Ltd.  
Duffy-Mott Co.  
Du Pont, E. I., De Nemours  
Duquesne Brewing Co.

## E & B Brewing Co.

Eastern Air Lines, Inc.  
Eastman Kodak Co.  
Electric Auto-Lite Co.  
Emerson Drug Co.  
Emerson Radio & Phono.  
Englander Co./Dealers

Esslinger's, Inc.  
Esso Standard Oil Co.

## Faith For Today, Inc.

Falls City Brewing Co.  
Fallstaff Brewing Corp.  
Fels & Co.  
Felton, Sibley & Co., Inc.  
Florida Citrus Commission  
Ford Motor Co.  
Foremost Dairies, Inc.  
Frito Co.  
Frontier Foods Corp.  
Fuller, W. P., & Co.

## G. H. P. Cigar

Gallo Winery, E. & J.  
General Cigar Co.  
General Electric Co.  
General Electric Supply  
General Foods Corp.  
General Mills, Inc.  
General Motors Corp.  
General Tire & Rubber Co.  
Genesee Brewing Co.  
Gillette Co.  
Gluek Brewing Co.  
Gold Seal Co.  
Good Humor Corp.  
Gordon Baking Co.  
Grant Co.  
Great A & P Tea Co.  
Greyhound Corp.  
Griesedieck Bro. Brew Co.  
Gunther Brewing Co.

## Hall, Robert Clothes

Hamm, Theo., Brewing Co.  
Heidelberg Brewing Co.  
Heinz, H. J., Co.  
Hekman Biscuit Co.  
Hinshaw's Dept. Stores  
Hi-V Corp.  
Household Finance Corp.  
Humble Oil & Refining Co.

## Independent Grocers Alliance

Interstate Bakeries

## Jackson Brewing Co.

Kay, Gerold O., & Assoc.  
Keebler Biscuit Co.  
Kellogg Company  
Keystone Steel & Wire Co.  
Knemark Mfg. Co.  
Knudsen Creamery Co.  
Krantz Brewing Co.  
Kresge S. S., Co.  
Kroger Co.  
Krueger, G. Brewing Co.

## Labor Savers, Inc.

Langendorf United Bakeries  
La Rosa, V., & Sons, Inc.  
Lay, H. W., & Co.  
Lee Tire & Rubber Corp.  
Leonard Refineries  
Lever Brothers Co.  
Lewis Food Co.  
Libby, McNeil & Libby  
Liebmann Breweries, Inc.

Liggett & Myers Tobacco Co.  
Lion Oil Co.  
Lone Star Brewing Co.  
Lorillard, P., & Co.  
Lucky Lager Brewing Co.

## M. J. B. Co.

Magees, Inc.  
Magnolia Petroleum Co.  
Maier Brewing Co.  
Malt-O-Meal Co.  
Mars, Inc.  
Mayer, Oscar, & Co.  
Mennen Co.  
Miles Laboratories, Inc.  
Miller Brewing Co.  
Molson Brewery, Ltd.  
Murphy Prods. Co.

## Narragansett Brewing Co.

National Airlines, Inc.  
National Biscuit Co.  
National Brewing Co.  
National Carbon Co.  
National Clothing Co.  
National Dairy Products  
National Tea Co.  
Nationwide Insurance Co.  
Natural Gas Co.  
Nehi Corp./Bottlers  
Nestle Co., Inc.  
New England Provision Co.  
New York Central Railroad  
Norwich Pharmacal Co.

## Oertel Brewing Co.

Ohio Oil Co.  
Oklahoma Oil Co.  
Olympia Brewing Co.

## Pabst Brewing Co.

Pan-Am Southern Corp.  
Pan-American World Airways  
Parker Pen Co.  
Paxton & Gallagher Co.  
Pearl Brewing Co.  
Pepper, Dr., Co./Bottlers  
Petersen Baking Co.  
Petri Wine Co.  
Pfeiffer Brewing Co.  
Pharmaceuticals, Inc.  
Phillips Petroleum Co.  
Piel Bros., Inc.  
Pillsbury Mills, Inc.  
Pittsburgh Brewing Co.  
Power Products, Inc.  
Prince Macaroni Co.  
Procter & Gamble Co.

## Quaker City Choc. & Conf. Co.

Quaker Oats Co.

## RCA Dealers

Ralston-Purina Co.  
Rath Packing Co.  
Regal Pale Brewing Co.  
Reilly, Wm. B., & Co., Inc.  
Renaire Corp.  
Reynolds, R. J., Tobacco Co.  
Richfield Oil Corp.  
Richman Brothers Co.

Roberts, Rev., Oral  
Ronzoni Macaroni Co.  
Rosen Raymond Co.  
Roto-Broil Corp. of Amer.  
Ruppert, Jacob, Brewery

## Safeway Stores, Inc.

Schaefer, F. & M., Brew. Co.  
Schlitz, Jos. E., Brewing Co.  
Schludenberg, W., T. J.  
Schmidt G., & Sons, Inc.  
Schoenling Brewing Co.  
Schonbrunn, S. A., & Co., Inc.  
Scott Paper Co.  
Sealy Mattress Co./Dlrs.  
Sears Roebuck & Co.  
Seven-Up Co./Bottlers  
Sheaffer, W. A., Pen Co.  
Shell Oil Co.  
Signal Oil Co.  
Simoniz Co.  
Sinclair Refining Co.  
Singer Sewing Machine Co.  
Skelly Oil Co.  
Slenderella Co.  
Socony Mobil Oil Co., Inc.  
Squirt Co./Bottlers  
Standard Food Markets  
Standard Oil Co. of Calif.  
Standard Oil Co. of Ind.  
Standard Oil Co. of Ohio  
Stegmaier Brewing Co.  
Sterling Breweries, Inc.  
Sterling Drug, Inc.  
Storz Brewing Co.  
Strietmann Biscuit Co.  
Studebaker-Packard Corp.  
Sun Drug Co.  
Sun Ray Drug Co.  
Sunshine Biscuit Co.  
Swift & Co.

## Tafon Distributors, Inc.

Tasty Baking Co.  
Terre Haute Brewing Co.  
Texas Electric Service Co.  
Texas State Optical Co.  
Thrift Drug Co.  
Top Value Enterprises  
Toy Guidance Council

## United Gas Co.

U. S. Borax & Chemical Corp.  
U. S. Tobacco Co.  
United Vintners, Inc.  
United-Whelan Stores Corp.

## Wagner, August, Breweries

Walgreen Co.  
Wander Co.  
Ward Baking Co.  
Ward Drug Co.  
Warner-Lambert Pharma. Co.  
West End Brewing Co.  
White King Soap Co.  
White, Martha, Mills, Inc.  
Whitehouse Co.  
Wiedemann, George, Brewing  
Wilson & Co., Inc.  
Wisconsin Electric Power  
Wisconsin Independent Oil

\*These are companies which spent \$50,000 or more for spot tv programs during 1956, according to TvB. The programs include both syndicated film and local live, preponderately the former. Any client who bought

local program time in quantity, however, is obviously a likely film show prospect as well. For list of clients including their total spot tv expenditures plus the spending of their individual brands, see Film Basis



# THE \$120,000,000 TV FILM BUSINESS

*Its new programing for fall will be varied but with the stress on adventure. Story backgrounds include: Civil War, exploration and travel, Americana. Co-sponsorship is big buying trend with syndicators working to match up sharing clients and markets. Surge of features hasn't stopped the growth of half-hour series*

## Program Trends

**Q. What's the outlook in programing this season?**

**A.** Film syndicators are offering a varied bill of fare and not concentrating on any specific type of entertainment, though the general category of adventure is heavily represented. The cross-section of new shows which follows includes some series planned for network sale, but there is always the possibility that the series will end up being offered for national or regional spot sale.

ABC Film Syndication's contender in the field will be *26 Men*, a cowboy saga based on the story of the Arizona Rangers.

CBS TV Film sales has four ready to go: *Gray Ghost* starring Tod Andrews; *Fire Fighters*, a series based on the exploits of the New York City Fire Department; *Colonel Flack* and *Assignment Foreign Legion*. The story material of *Gray Ghost* touches on a controversial subject—the Civil War—and the feeling is that once a program of this type is accepted and sold in Southern markets, it will probably open the gates for a flood of programs with Civil War backgrounds.

Guild Films seems to be concentrating on the documentary type of adventure. Taking a cue from the success of *Kingdom of the Sea*, it is currently shooting *The Michaels of Africa* on

location. This will be true jungle experiences enacted by an explorer and his family. Another Guild newcomer is *Light of the World*, described as dramatic Bible stories.

Official Films, capitalizing on the current interest in travel, is concentrating on *Jagabond* a family-type out-door adventure series. Instead of working from a set story format, the series will use a naturalistic approach in semi-documentary form. Official will also offer *Sword of Freedom* starring Edmund Purdom based on the life of a swashbuckling Florentine gentleman; exteriors were shot in Italy. Other new releases: *Big Story*, new episodes shot for syndication; *Errol Flynn Theatre*, an anthology hosted by Flynn who stars in one out of four.

MCA-TV's biggest ace is the *Mickey Spillane* series—39 episodes slated for summer release. Already placed in a pre-release sale to five RKO General Teleradio stations, this series will reportedly encompass all the elements of 'sensation' but adhere to the Tv Code.

NBC TV Films is stressing Americana in their two upcomers: *Union Pacific* and *Boots and Saddles*.

NTA will offer *Official Detective*, *Show Business* and a musical series titled *Big Little Show*.

RKO-TV has *Aggie* and *Sailor of Fortune*.

Screen Gems, in a unique partnership deal with KTTV, Los Angeles, WPIX, New York, and the Westing-

house stations, is now in the process of filming a half-hour family adventure series, *Casey Jones*. The program, starring Alan Hale and Bobby Clark, was inspired by the life and times of the famous railroad engineer during the late 1890's. Other Screen Gem offerings are *Ranch Party*, *Johnny Vite Hawk* and *Ivanhoe*.

TPA will offer *Charlie Chan* and *Tugboat Annie*. The latter, set for a July release, is already scheduled for an October start on the Canadian Broadcasting Corp., sponsored by Lever Bros.

Ziv's latest offerings are *New Adventures of Martin Kane* and *Harbor Command*.

**Q. What type of product is currently available?**

**A.** The following figures on types of shows available as compared with a similar count made last year provide a good indication of the kind of programing that retains audience appeal. The data is based on SRDS material as gathered by RKO TV research people.

Adventure grew most with 59 series available against 44 last year.

Sports follow with 60 series available, an increase of 10.

Drama series total 58, also a jump of 10 over last year's figure.

Cartoons increased from three to 11 series—a rise influenced by the release of several major motion picture packages last year.



There was no significant increase among other program types although it is interesting to note the drop in variety shows from 13 to 11 and in women's shows from 12 to 10.

There was no change in the number of religious or educational shows over the past year.

## Sales Trends

**Q. What kind of information on programing are film buyers interested in these days?**

**A.** An ABC Film Syndication survey to determine the kinds of material best utilized by its sales staff showed the following listed in order of importance:

1. Ratings
2. Rerun status
3. Audience composition
4. Standing of show in relation to all shows in the particular market regardless of time.
5. Share of audience

The advertiser was moderately interested in trade reviews of the show but felt that consumer magazine reviews were more important. Clients also checked the calibre of other stations carrying the program.

Every good rating story was of interest, even in single-station markets, and prospective advertisers were interested in ratings and success stories even in markets they did not wish to buy.

In conclusion, the survey emphasized that clients buy mostly on ratings.

**Q. Who are the biggest buyers of syndicated programs?**

**A.** CBS Television Film Sales recently completed a special study based on N. C. Rorabaugh Co. information to determine who were the leading users of syndicated film and what type of programing they used. The report showed the leading industry categories to be, in order of spending:

1. Food and grocery products.
2. Beer, ale and wine.
3. Gas and lubricants.
4. Confections and soft drinks.
5. Drug products.

Further breakdowns show that, within a given category, sponsors of like products are definitely inclined towards the same type of programing.

In the food category, Rorabaugh lists 40 clients using 56 different syn-

dicated programs. Of these programs 11 are adventure, 10 drama and nine Western series.

In the category of beer, ale and wine, drama and adventure series accounted for over half the 43 syndicated films used.

For gas and lubricant sponsors the favorite buy was drama followed closely by suspense drama.

Westerns accounted for nine out of the 28 syndicated programs used by confections and soft drink firms.

Adventure and suspense drama tied for first place among the 17 syndicated programs used by drug product sponsors.

**Q. What has been the impact of features on syndicated film?**

**A.** The top ratings pulled down by feature films on their initial entry into the tv market caused much reflection on the part of the syndicators. However, the film syndicators are now concentrating on a series of studies designed to convince the sponsor that there are loop-holes in the cost-per-1,000 citadel erected by the feature distributors. A recent NBC Films study listed 10 top features and syndicated shows in 12 major markets. ARB figures for these markets show that in every case, except New York City, syndicated programs were dominant in terms of ratings. In more than half the markets examined, features showed their strength in weekend runnings. In three of the 12 markets—Detroit, Portland, Ore., and Seattle—syndicated shows took all 10 places when syndicated and feature film programs were matched.

A study by the research department of TPA compared continuous general performance of features to syndicated programs. Pulse reports on 51 markets over a period of three months were examined. Since some of the markets were rated more than once during the period, the study involved some 88 separate rating reports. In each rating report, the highest-rated feature film program was compared to the highest-rated syndicated program. A summary showed that in 80 out of 88 situations (90.9%) the highest-rated syndicated program outranked the highest-rated feature. Average rating for leading syndicated programs was 29.6 compared to an 18.6 for the top features. In 85 out of 88 situations, (96.6%) the average rating for the top five syndi-

cated programs exceeded a similar average for the top five features.

These reports are supplemented by another strong point—sponsor identification—which the syndicator feels is lost when an advertiser uses spots in features. They also point out that lack of program continuity in features limits the potential for promotion and merchandising. And since every regional area differs in its advertising problems, the half-hour show can fulfill needs of advertisers and stations with fewer limitations.

**Q. And what does the feature film distributor have to say to all this?**

**A.** Several pertinent points have been brought forth to fortify their cost-per-1,000 argument. Feature film distributors point, first of all, to increasing use of feature film participations by the national advertiser.

With the great number of features now available, a station can program well ahead, as in the case of WFIL-TV, Philadelphia, which now has a four-year supply of features. This would allow a sponsor to plan extensive promotion and advertising campaigns.

Recent straws in the wind: Colgate's renewal of the MGM series on KTTV-TV, Los Angeles; WBZ-TV, Boston's decision to schedule features starting nightly at 11:15 through completion due to expressed viewer preference.

Feature film distributors feel that new product offers more possibilities for outstanding exploitation than a syndicated series. They have the advantages of star names, tie-ins and all the ballyhoo used in movie promotion. Major Hollywood studios support these exploitations of their older features on tv stations to help keep the public movie conscious.

Feature film distributors also say that the length of the feature is a definite plus because the unfolding of a story allows the viewer to build up interest in what he's watching and features have a higher remembrance value than a half-hour stanza.

**Q. What's the current situation with the post-1948 films?**

**A.** The majors are still holding back on release contingent on studio agreements with SAG. There is also the feeling that they will be released at some future date when their market value is highest.



# Look at what NTA can put in your viewer this year!



A Few New Half-Hour Programs..  
from *Desilu* Productions..  
and 20<sup>th</sup> Century-Fox..  
plus great 20<sup>th</sup> feature films

If you want to put top TV programming in focus this year, the place to go is NTA.

It's got great new half-hour film programs produced by those two masters of the camera—Desilu and 20th Century-Fox. And it's got great feature films from 20th Century-Fox, such as those in NTA's newest group of them, "The Big 50."

So for the best programming to project on TV screens in 1957 and 1958, develop a close-up relationship with NTA today. You'll get wonderful programs on film!

"THIS IS ALICE"  
Desilu's sparkling situation comedy  
about an engaging miss named Alice



"THE LAST MARSHAL"  
Desilu's new action-crammed adult  
western in the tradition of "High Noon."



"MOTHER IS A FRESHMAN"  
20th Century-Fox's bright comedy se-  
ries about a mother who returns to college.



"HOW TO MARRY A MILLIONAIRE"  
20th Century-Fox's delightful new ro-  
mantic comedy series about three girls  
on the make.



"OFFICIAL DETECTIVE"  
Desilu's exciting new mystery series  
based on "Official Detective Magazine."



"THE BIG 50"

20th Century-Fox's top feature films  
geared for big ratings and big sales.



TODAY, PHONE, WIRE OR WRITE!



Harold Goldman,  
Vice President in charge of sales

*NATIONAL TELEFILM ASSOCIATES, INC.*

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLA



# ON-THE-AIR

## September

1957

# KETV

Channel

# 7

Omaha

Affiliated with



Television Network

See Your H-R Man Today

or call

Eugene S. Thomas, Gen. Mgr.

or

Robert O. Paxson, Sales Manager

for

First-Run

Feature Film Participations

starting at 9:35 p.m.

plus

Primary ABC Adjacencies

plus

Experienced

Local Live Programing

**Q. How much of the feature film business will be "barter time"?**

**A.** It's hard to measure. This is the somewhat "sub-rosa" part of the business which neither buyer nor seller likes to discuss. Nonetheless, there's no doubt that barter is spreading.

This does not mean that the time within choice features or good station option time is the time being offered at cut-rate. It does mean that some feature libraries as well as quantities of syndicated reruns have been offered to stations in return for cut-rate unsold time periods which the peddlers of bulk time offer at big discounts.

Among the major sellers of barter time are Time Merchants, Inc., New York, and Paul Venze and Associates, Baltimore. (For a full rundown on barter time see SPONSOR 25 May 1957.)

Time Merchants are loath to mention their clients, although Ideal Toy is known to buy sizable quantities of spot tv schedules through this new organization. Paul Venze has Charles Antell as an account.

**Q. What are the drawbacks in buying barter time?**

**A.** Some of the biggest air media agencies have been asked by various clients to study this bulk discount time, and their media executives generally agree that barter time does have the following implicit disadvantages:

1. You buy a pig in a poke. When most sellers of barter time offer schedules, they generally don't specify the station or time the client will get, but just the market and the number of announcements hoped for.

2. You give up flexibility. Barter time is bought for a fixed period of time, and there's no chance for either getting out of the contract (usually 52-weeks), nor of improving the schedule, nor of renewing it.

3. You buy fringe time. If the station had been able to sell this time in the usual way, it would undoubtedly not have offered it for barter.

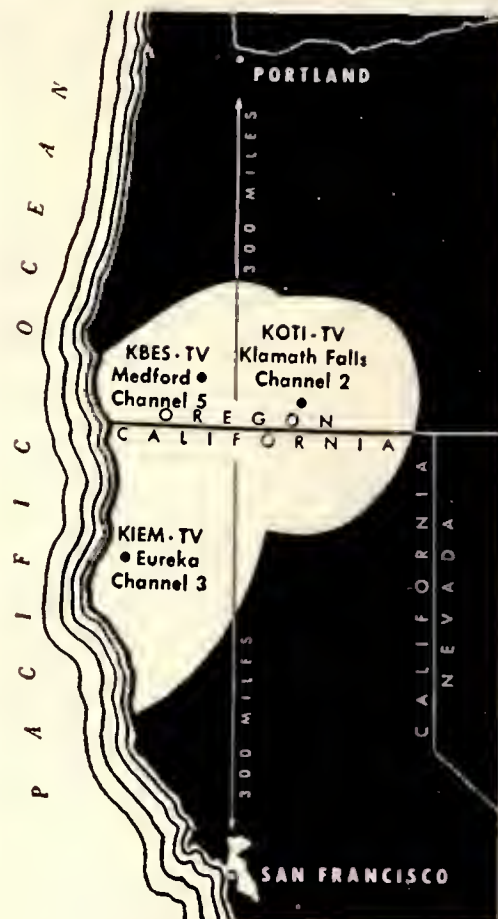
**Q. Then why bother with barter time?**

**A.** It's cheap. Discounts range from 40 to 80% of card rate, according to the sellers.

**Q. What is the summer hiatus trend among film sponsors?**

**A.** The value of a time franchise seems to be an important factor in the saga of the vanishing summer hiatus. According to M. J. Rivkin,

## THE CALIF.-ORE. TV TRIO



The Smullin TV Stations . . .

. . . BRIDGE THE GAP between San Francisco and Portland with EXCLUSIVE VHF Coverage on Channel 2, 3 and 5.

<b>KOTI</b>	<b>CHANNEL 2</b>	} CBS NBC ABC
	Klamath Falls, Ore.	
<b>KIEM</b>	<b>CHANNEL 3</b>	
	Eureka, Calif.	
<b>KBES</b>	<b>CHANNEL 5</b>	
	Medford, Ore.	

Three markets — one billing

### MARKET FACTS

POPULATION	356,330
FAMILIES	115,760
TV FAMILIES	88,106
RETAIL SALES	\$487,971,000
CONSUMER SPEND- ABLE INCOME	\$615,366,000

for CALIF.-ORE. TV TRIO

call Don Telford, Mgr.

Phone Eureka, Hillside 3-3123 TWX EK16

or ask **BLAIR Television ASSOCIATES INC.** national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.



sales v.p. of Ziv, 98.5% of 2,360 clients sponsoring Ziv shows now air programs on a year-round basis. This is a significant advance over 1952 when more than 20% relinquished their time periods during the summer.

Rivkin cited two reasons for the decline in hiatus: (1) a general trend towards 52-week selling and (2) desire of tv advertisers to hang on to choice time slots and maintain established identification.

**Q. Has there been an increase in co-sponsorship?**

**A.** Following the already prevalent network pattern, more regional sponsors are sharing shows to balance the advertising budget.

**Q. What are some of the problems involved?**

**A.** Co-sponsorship poses many problems to the advertiser who wants to keep his costs down but identification level up.

There is the problem of finding two advertisers with the same marketing objectives who are aiming for the same kind of audience and who are non-competitive. Complications arise when two regional sponsors are interested in a total of say a dozen markets

but want only six of the same markets. Thus a third client becomes necessary for co-sponsoring in the other six markets.

Case-in-point: recent purchase of Ziv's *Men of Annapolis* by Carnation Milk and Fuller Paint on the West Coast. Market overlap for the two clients was 35% but there were half a dozen markets left over. Both clients arranged for co-sponsorship with other interested advertisers.

Syndicators frequently go all out to help match up co-sponsors.

*Annie Oakley*, Western series currently running in 118 markets on a weekly or alternate week basis, is an example. To attract advertisers for alternate-week sponsorship with the Continental Baking Co., CBS TV Film Sales has set up a new package deal consisting of weekly prizes for a contest, commercials, endorsement by the star, prints, shipping, unit billings, personal appearances and other exploitation aids. All this plus the series and the national spot advertiser just pays a single bill.

Co-sponsorship works at its best when two advertisers are, so to speak, in the same marketing shoes. This was the case in St. Petersburg, Fla., where ABC Film Syndication's *Sheena, Queen*

of the Jungle was co-sponsored by Hood's Dairy and Bell Bakers. Sponsors cooperated in a joint advertising and merchandising program emphasizing the basic theme of "bread 'n' milk go good together." The co-sponsors brought Irish McCalla, star of the series, to town for a jointly financed personal appearance. This worked successfully and boosted sales of both products, proving that co-sponsorship can be both a successful merchandising and sales venture if the circumstances and products are right.

## Clearance

**Q. How can you clear time for syndicated film?**

**A.** This fall, buyers expect to find it more difficult to clear good half-hours for syndicated film because of the blocks of feature film programed by the stations. Their advice:

1. If you know your client's interested in syndicated shows, put out feelers to the reps and stations and alert them before a final selection of films has to be made.

2. As soon as promotion kits are available through the syndicator or

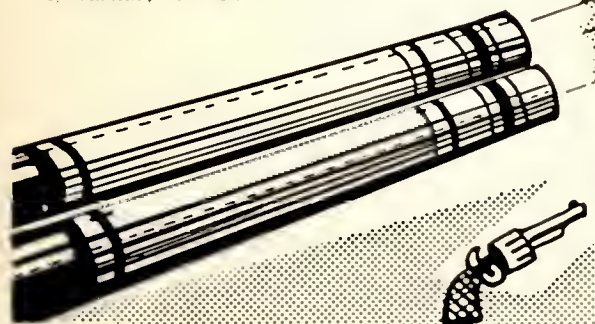
# You don't Need a Shot Gun\* TO HIT THIS SALES TARGET!

**Florida's 2nd Largest Market - The Nations Fastest Growing - 34th In The Nation Now!**

FLORIDA'S WEST COAST  
CLUSTER POPULATION  
ZEROS-IN 200,000 TV HOMES  
A BILLION \$ TARGET  
WITHIN OUR PRIMARY FCC  
PROPAGATION CURVE

Represented Nationally  
by VENARD, RINTOLL & MCCONNELL

UHF WITH UHC  
(ULTRA-HIGH CONVERSION)  
• PIONEER STATION DOMINANCE  
• 99% METROPOLITAN AREA  
CONVERSION  
• 85% PRIMARY AREA CONVERSION  
(171,339 TV Homes  
... Tel. Mag.)



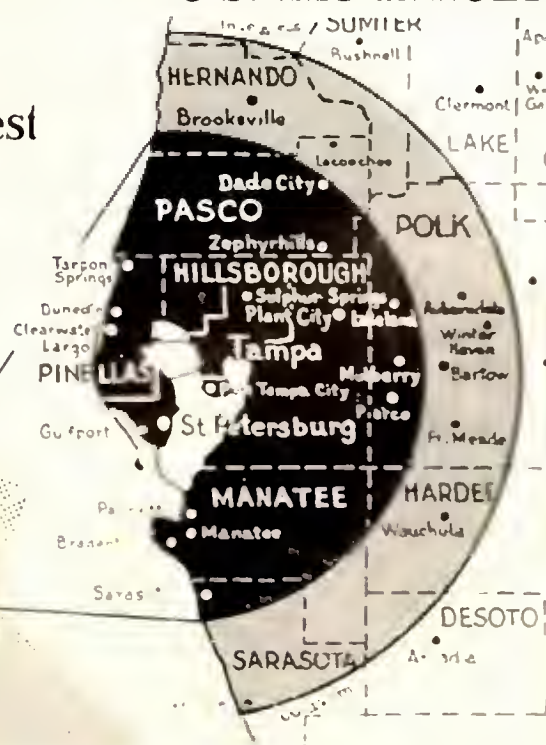
Try a

**\* 38**

**WSUN-TV**

ST. PETERSBURG-TAMPA  
FLORIDA

UNDUPLICATED ABC ON FLORIDA'S WEST COAST





**MORE VIEWERS ARE WATCHING WVEC-TV 15 THAN ANY ONE STATION ON THE EAST COAST**

- ★ the number one Virginia Market
- ★ lowest cost per thousand
- ★ a basic NBC station

**WVEC-TV 15**

Serving . . .

Norfolk	Portsmouth
Hampton	Warwick
Newport News	
Virginia Beach	

**NBC**

agency, mail them to stations to sell them on the audience-getting potential of the show.

3. Give the stations some latitude in terms of time periods you would be interested in. The program may cop better ratings in a particular programming block, even though the time period taken out of context does not sound as appealing as your first choice.

4. Work closely with syndicators on trying to scout out good availabilities. After all, they have a traveling sales force, too, and might come up with valuable suggestions and good market information.

5. If the agency and client plan a major merchandising and promotion campaign around the film, let the stations in on your plans. Any promoting you do, helps the station get a bigger audience. Also, your efforts are likely to spark theirs.

6. If possible, have previews for major dealers and distributors in key markets in advance of on-air time. Their enthusiasm coupled with their knowledge of the market and local station management may help you improve your time periods.

## Film Network

**Q. What's happening at the NTA Film Network?**

**A.** Having tucked *Premier Performance* under its belt, the "Triple Exposure Plan" is NTA's second big step ahead. This plan can deliver to an advertiser between 14 million and 25 million gross homes per week based on estimated ratings of the 7-8 p.m. and 10-11 p.m. time periods.

It provides for the programming of three half-hours on Monday, Wednesday and Friday between 7:00 and 11:00 p.m. The network reports assurance of clearances from affiliates in over a dozen top markets plus about 60 others. NTA's aim is for clearance on 110 stations covering an estimated 93.6% of U. S. homes. TEP provides for three advertisers. Each would have a one-minute commercial plus opening and closing billboards on each of the three shows to be programed. The three shows will be *How to Marry a Millionaire*, produced by 20th Century-Fox, and two shows produced by Desilu—*This is Alice* and *The Last Marshall*.

CFI-TV Productions, the 20th Century-Fox tv subsidiary, has turned over

all programs produced for the *20th Century-Fox Hour* during the past two years to NTA for distribution and plans to produce 20 new shows. Together with several of the shows already televised, these will be offered to national advertisers for showing on the film network during 1957-58 season.

NTA Film network covers 134 stations in the U. S., Alaska and Hawaii. Besides *How to Marry a Millionaire*, 20th will also produce two other series for NTA based on motion picture successes—*Mother Was a Freshman* and *Anything Goes, Inc.*

## Foreign Sales

**Q. What's the outlook in the foreign market?**

**A.** Total sales of syndicated properties exclusive of features will run approximately \$6 million in 1957. Some of the film syndicators who concentrate on foreign film selling report that foreign sales account for 20-30% of their total revenue. Outside of England, greatest revenue comes from Latin America. In each of these two markets average is about \$3,000 per half-hour film. At present world markets stack up in this order of potential: England and the United Kingdom (including Australia); Latin and South America; Continental Europe; Far East.

**Q. Is it possible to obtain an accurate measurement of foreign sales?**

**A.** Language barriers make standardization of films impossible. Sales figures do not always give the true picture since syndicators often spend as much percentage-wise to prepare a foreign version.

Companies seeking to curtail production costs are producing tv series in England under a co-production set-up that assures acceptance under the 14% British quota. This means that films must conform to certain union regulations and producers fulfill definite financing requirements before films are accepted on ITA as British Quota film, making their subsequent sale in England almost a certainty.

To date, these arrangements have been favorable, but there is always the possibility that any slump in American productions centers could cause the guilds here to balk.



**film it in Florida**

*Available...*

## **Florida's First Film Center**

Shamrock was built for one purpose — to provide independent producers with facilities and equipment for major film production in Florida.

Shamrock offers 22,000 square feet of actual building space capable of handling your production needs professionally and economically.

For your next production... regardless of what type film you plan... get the full facts on Shamrock.

Shoot it in Florida and stay within your budget!

**For full particulars  
Write—Wire—Phone—**



# **SHAMROCK STUDIOS**

**P.O. Box 1345 WINTER PARK, FLORIDA Phone 4-0601**

### *Shamrock Offers...*

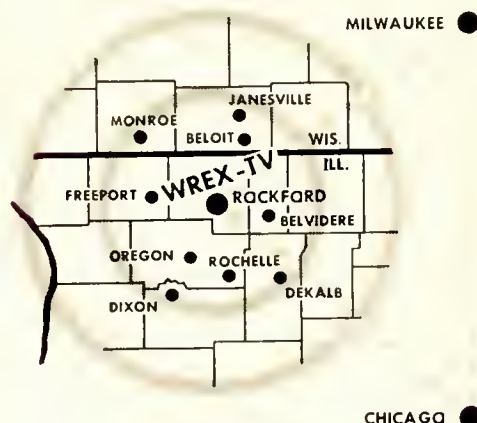
Three Sound Stages, 5,500 sq. ft.  
Full Camera Equipment, Mitchell-Arriflex-  
B.&H.  
Sound Gear, 17½ and 16mm Magnasync  
Lighting, Studio and Location  
35 and 16mm B/W, Laboratory  
Editing Rooms, Moviola-equipped  
Private Production, Offices  
Screening Rooms  
Other related services



## WREX-TV ROCKFORD REIGNS IN 305,921 TV HOUSEHOLDS\*

WREX-TV is the only VHF station serving the Rockford Metro area. An estimated 43,545 households have television in the Rockford Metro area alone! Consumer Spendable Income per household is ranked 31st in the nation. 55,120 households spend an average of \$6,617.00 per household—Metropolitan Rockford retail sales total 240 million dollars. SURVEY after SURVEY of 14 counties indicates uncontested dominance of Northern Illinois-Southern Wisconsin area by WREX-TV

\* Grade A, B, and C Coverage



## WREX-TV RULES ROCKFORD PLUS AN ADDITIONAL 23 COUNTIES IN ILLINOIS AND WISCONSIN

WREX-TV rules a king-size market untouched by Chicago and Milwaukee TV coverage.

Grade A, B, and C coverage area beyond Metropolitan Rockford includes an additional population of nearly one million—an estimated 262,467 additional TV households.

J. M. BAISCH, General Manager  
Represented by H-R Television, Inc.



## Commercials

**Q. What are the latest creative trends in tv film commercials?**

**A.** Creatively speaking, few tv spots broke the barrier of the commonplace last year. Competition is tougher. Fresh ideas seem to be fewer.

Current trends point to advance testing and experimentation to increase quality concept objectives.

Some of the recent developments which appear to be setting patterns are the combining of live action and animation. Rotoscoping looks like it will get more play. (This is the method of taking animation through an optical process and combining it with live action, such as Gisele MacKenzie's Happy Joe Lucky sequences on the *Hit Parade*. The process has become refined since its earliest Hollywood uses when Gene Kelly danced with Disney figures.)

The razzle-dazzle novelty effects of trick photography and optical effects are being used more sparingly. Except for European tv commercial productions (where labor costs are lower) fewer stop-motion features will be employed here.

To make sponsors' messages more palatable, there is a trend towards larger uninterrupted commercials—three to nine minutes—particularly for "one-shot" or "spectacular" shows.

Recent FTC crackdowns on drug and medical tv advertising may bring a trend away from knock-down, drag-out, hard sell.

Reason-why spots documented with believable, demonstration evidence will supplant wide claims advertising. The style approach will partly be devoted to this new emphasis.

Spurred on by recent successes with radio commercials, music in tv spots will get a bigger share of the message featuring such name stars as: Rosemary Clooney, Tennessee Ernie Ford and special orchestrations by Raymond Scott, Mitch Miller and other top arrangers like Nelson Riddle.

**Q. Will big agencies overshadow smaller agencies in creating more effective tv commercials?**

**A.** This is a significant area to watch in 1958. There has been a trend towards absorption of smaller agencies by the larger ones. At the same time smaller agencies in a number of in-

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by MERRILL LYNCH

We publish it once every quarter—a comprehensive survey filled with enough fact and information to make worthwhile reading for almost any investor.

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stances have increased tv billing as well as personnel.

But the quality of the tv advertising produced by the Goliaths compared with the Davids indicates the large agencies with more facilities have no exclusive on creativity. (See "You don't have to be a giant to compete," SPONSOR 20 July 1957.)

In a proportionately high number of cases the smaller and even local agency working closely with a contract film producer and his staff have come up with a considerable number of excellent tv spots. For example, Skippy Peanut Butter, It's a F.O.R-D! and some of the American Dairy Association's output has been outstanding. (The "It's a F.O.R-D!" commercials were J. Walter Thompson, of course, but they were developed and produced in the agency's West Coast office, in a sense a "small" agency.)

Reason for this is flexibility and ability of the smaller agency to change its pace when fast action is required. To avoid the possibility of over-departmentalization, some of the larger agencies are setting up unit teams of three or four key individuals responsible for writing, art and production.

**Q. What influence will motivation research have on planning tv commercials?**

**A.** In the creative area of experimentation, it is possible that Motivation Research will offer help in developing and testing theories—particularly when dealing with the pure abstract, modern design or animation.

Sponsors and agencies appear to be more willing to "kid" the medium a little. In the competition for the viewer's eye and ear this has probably come about through the need for more attention-getting, interest-sustaining and penetrating devices.

Motivation Research has proved it is possible to make a dramatic statement in animation and get across a broad comedy idea through the use of live-action—a switch for both creative forms.

Further research can be expected in this field.

**Q. What are film producers doing to help creative departments of agencies?**

**A.** Film producers are spending more money and devoting more time to experimental work. A few in New York and Hollywood have conducted

research seminars and special studies with agencies.

One producer has been experimenting with the use of music in juxtaposition with sound effects and abstract animation.

Agencies, heretofore reluctant to work with producer talent in developing thematic material, now consult at early stages with producers' creative staffs and are working more closely with them even to the assignment of special projects. Scripts and storyboards continue to be the basis for agency-film producer liaison.

**Q. Are "spectacular" tv commercials increasing?**

**A.** Where multi-product advertisers have investments in tv, they use their tv commercials to support big, over-all campaigns.

Westinghouse is an example.

One commercial for Westinghouse, prepared by McCann-Erickson, cost about \$26,000. This is more than some network sponsors spend for a half-hour film show.

The value of spectacular commercials like this must be judged by the objectives reached. Westinghouse benefited by improved labor relations, the opportunity to create an aura of research and planning about its products, the chance to reach dealers and distributors at one time in one sitting and enhance the prestige and public confidence about Westinghouse.

**Q. What are the tv commercial question-marks needing answers in immediate years ahead?**

**A.** A new crop of tv commercial trainees are needed now in agencies for the years between 1960 and 1965. These people will probably be recruited from producer organizations, networks and college tv workshops such as Michigan, UCLA and Columbia.

Some agency copywriters with print backgrounds are attempting to re-tool their thinking by getting experience in the medium. Other men who started in print are already tv veterans.

Cost and time-to-train factors for developing experienced tv writers with specialized skills is extensive and expensive. One agency figures it costs a minimum of \$7,500 a year for the first two years before they begin to get a return on their investment from a tv writer trainee.

Agencies are starting to look for people in tv with combined writer-pro-

ducer records. Although initially more expensive, agencies believe they can avoid unnecessary headaches, duplication of effort and turn out more productive tv spots.

The high cost of failure with diminishing returns points up need for pre-check methods to evaluate tv concepts and over-all strategy before money is spent on a project to be dropped later for lack of effectiveness. (See "How to write tv commercials with a camera," SPONSOR 13 July 1957 for one such method.)

**Q. Will color figure importantly in tv spots next year?**

**A.** Agencies and film producers are quietly and carefully recruiting people with color experience.

ANSCO's new fast film, Anscochrome—which can be exposed at an index of 125—has been tested and re-tested by a number of film producers. Results have been favorable. However, more investigatory work remains with this 16mm film currently extensively used by the Army and Navy at a still higher speed index than 125. This speed means that color can practically be shot in the dark. It opens up entirely new creative vistas. Other technical advances are to be expected as color grows in importance.

**Q. Will film commercial costs rise, hold or decrease?**

**A.** Costs have gone up about 10% in both animation and live action. Higher wages and operating expenses account for a large proportion of this. Some added costs have been incurred through experimenting.

Past experience has guided agencies in accepting a 10% of tv budget figure for commercial tv production.

Union rate increases during last three years continue to between 3% and 10%.

Individual costs of commercials vary. However, on a sliding scale basis, advertisers can expect to pay anywhere from \$400 to \$1,400 for a live action I.D. Animated I.D.'s can cost up to \$2,000. One-minute spots will cost anywhere from \$2,000 for limited animation to \$12,000 for full animation—exclusive of music or special effects sound tracks.

The Screen Actor's Guild (SAG) contract with the New York and Hollywood Film Producers Association comes up for renegotiation in March 1958. It is impossible, at this date, to predict what terms may be.





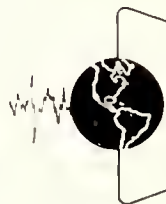
## ADVERTISERS GO



## WHERE THE AUDIENCE GOES

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# CROSS-SECTION OF 550 AVAILABLE FILM PROGRAMS

The almost 550 tv film series, feature and shorts packages listed below represents a large cross-section of film available for use on individual television stations or in group buys. The list was compiled by surveying individual film distributors and is an updating of the film programming list which appeared in the sponsor issue of 6 April. While not complete, the list includes all major series and feature film packages now on the market and available for non-network sale. Other series now being released and still up for consideration for national sale may go into syndication. (See text of Film Section starting page 51 for mention and description of some of these new half-hour, made-for-television film properties.)

To determine whether an individual series is available or will soon be available in the markets desired, it's necessary to consult the syndicator. Many of the series listed below are currently sold in many markets. However, with today's pattern of alternate-week film sponsorship and use of syndicated half-hours as spot carriers, it's frequently possible to buy not shows tailored to your needs.

Other charts and fact compilations of interest to the film buyer in this issue include the 13-page Film Basics, which starts on page 111. It includes a list of all national and regional film and local program buyers with their total spot tv expenditure as well as a brand-by-brand breakdown.

PROGRAM	SYNDICATOR	LENGTH	NO AVAILABLE
<b>ADVENTURE</b>			
Adventure Album	Interstate Tv	15 min.	26
Adventures of China Smith	NTA	30 min.	26
Adventures of China Smith, New	NTA	30 min.	26
Adventures of the Falcon	NBC Tv Films	30 min.	39
Adventures of Scarlet Pimpernel	Official	30 min.	18
Aggie	RKO Tv	30 min.	26
Anything, Inc.	NTA	30 min.	39
Assignment Foreign Legion	CBS Tv Film	30 min.	26
Biff Baker, USA	MCA Tv	30 min.	26
Byline—Steve Wilson	M&A Alexander	30 min.	39
Captain Gallant	TPA	30 min.	39
Cases of Eddie Drake	CBS Tv Film	30 min.	13
New Adventures of Charlie Chan	TPA	30 min.	39
Casey Jones	Screen Gems	30 min.	39
Combat Sergeant	NTA	30 min.	13
Count of Monte Cristo	TPA	30 min.	39
Cross Current	Official	30 min.	39
Crunch and Des	NBC Tv Films	30 min.	39
Crusader	MCA Tv	30 min.	52
Danger Is My Business	Screen Gems	30 min.	39
Dangerous Assignment	NBC Tv Films	30 min.	39
Dateline Europe	Official	30 min.	78
Foreign Legionnaire	TPA	30 min.	39
Captain David Grief	Guild	30 min.	39
Hawkeye, Last of the Mohicans	TPA	30 min.	39
High Road to Danger	Medallion TV	30 min.	39
The Hunter	Official	30 min.	26
I Search for Adventure	Geo. Bagnall	30 min.	32
I Led Three Lives	Econotice TV	30 min.	117
Jet Jackson	Screen Gems	30 min.	39
Osa & Martin Johnson	Sterling	30 min.	26
Rocky Jones, Space Ranger	Official	30 min.	39
Jungle	Sterling	15 min.	18
Jungle Jim	Screen Gems	30 min.	26
King's Crossroads	Sterling	30 min.	75
The Lone Wolf	MCA Tv	30 min.	39
Long John Silver	CBS Tv Film	30 min.	26
Man Called "X"	Ziv Tv	30 min.	39
Men of Annapolis	Ziv Tv	30 min.	39
O.S.S.	Flamingo	30 min.	39
Overseas Adventure	Official	30 min.	39
Passport to Danger	ABC Film Syndication	30 min.	39
Personal Report	NTA	30 min.	39
Ramar of the Jungle	TPA	30 min.	52
Range Busters	M&A Alexander	30 min.	16
Rikki of the Islands	NTA	30 min.	39
Sailor of Fortune	RKO Tv	30 min.	26
Sheena, Queen of the Jungle	ABC Film Syndication	30 min.	26
Soldiers of Fortune	MCA Tv	30 min.	52
The Silent Service	NBC Tv Film	30 min.	39
State Trooper	MCA Tv	30 min.	39
Superman	Flamingo	30 min.	52
Terry and the Pirates	Official	30 min.	18
Three Musketeers	ABC Film Syndication	30 min.	26
Tonight in Havana	NTA	30 min.	39

PROGRAM	SYNDICATOR	LENGTH	NO AVAILABLE
<b>ADVENTURE (Continued)</b>			
The Tracer	MCA Tv	30 min.	39
Tugboat Annie	TPA	30 min.	39
Waterfront	MCA Tv	30 min.	39
Whirlybirds	CBS Tv Film	30 min.	39
The Wildcatlers	NTA	30 min.	39

## CARTOONS

Animated Fairy Tales	RKO Tv	30 min.	39
Cartoon Classic Serials	Sterling	30 min.	39
Cartoons	Screen Gems	30 min.	39
Cartoons	Sterling	30 min.	39
Crusader Rabbit	Geo. Bagnall	30 min.	39
Funzapoppin' Cartoons	Geo. Bagnall	30 min.	39
Looney-Tunes	Guild	30 min.	39
Medallion Cartoons	Medallion TV	30 min.	39
Popeye	Assoc. Artists	30 min.	39
Recordtoons	Sterling	30 min.	39
Superman Cartoons	Flamingo	30 min.	39
Telecomics	Flamingo	30 min.	39
Terrytoons	CBS Tv Film	30 min.	39
Tinderbox	Cinema Ave	30 min.	39
Unk & Andy ABC Art Adventures	Cavalcade TV	30 min.	39
Walter Lantz Cartoons	Guild	30 min.	39
Walter Lantz Cartoons	Ziv Tv	30 min.	39
Warner Bros. Cartoons	Assoc. Artists	30 min.	39
Whimseyland Cartoons	Cinema Ave	30 min.	39

## CHILDREN'S

Adventures of Blinky	Interstate Tv	30 min.	39
Adventures of Danny Dee	Cinema Ave	30 min.	39
Adventures of Patches	Governor	30 min.	39
Animal Adventure	Sterling	30 min.	39
Animal Adventures for Children	Coronet	30 min.	39
Animal Crackers	Sterling	30 min.	39
Animal Kingdom	Flamingo	30 min.	39
Blackstone the Magician	Flamingo	30 min.	39
Bobo the Hobo	Lakeside	30 min.	39
Charlie Chase	Governor	30 min.	39
Children Love Animals	Flamingo	30 min.	39
Children of Many Lands	Flamingo	30 min.	39
Children's Hours	Coronet	30 min.	39
Children's Stories	Flamingo	30 min.	39
Christie Comedies	Flamingo	30 min.	39
Cyclone Malone	Harry S. Goodman	30 min.	39
Famous Tales	Governor	30 min.	39
Flash Gordon	Governor	30 min.	39
Funarama	NTA	30 min.	39
Funny Bunnies	Dynaflex	30 min.	39
Jim & Judy in Tele-Land	Lakeside	30 min.	39
Johnny Jupiter	Assoc. Artists	30 min.	39
Jump Jump of Holiday House	Harry S. Goodman	30 min.	39
Junior Science	Guild	30 min.	39



# ILM CROSS-SECTION . . . continued

PROGRAM	SYNOICATOR	LENGTH	NO. AVAILABLE
<b>CHILDREN'S (Continued)</b>			
Laurel & Hardy	Governor	22 min.	52
Let's Draw	Geo. Bagnall	15 min.	52
Colonel Tim McCoy	Guild	30 min.	39
Misc. Two-reelers	Governor	20 min.	88
Joe Palooka	Guild	30 min.	26
Papa Bear's Newsreels	Governor	15 min.	26
Playland Films	Sterling	varied	60
Ray Forrest	Sterling	30 min.	26
Stories for Children	Coronet	varied	13
Streamlined Fairy Tales	Harry S. Goodman	15 min.	13
Tales of Hans Christian Anderson	Interstate Tv	30 min.	26
Tic Toc Tales	Screencraft	15 min.	13
Unk & Andy ABC Art Adventures	Cavalcade Tv	15 min.	26

## DETECTIVE, MYSTERY

Badge 714	NBC Tv Films	30 min.	204
Boston Blackie	Economee TV	30 min.	58
Captured	NBC Tv Films	30 min.	26
City Detective	MCA Tv	30 min.	65
Code 3	ABC Film Syndication	30 min.	39
Col. March of Scotland Yard	Official	30 min.	26
Fabian of Scotland Yard	CBS Tv Film	30 min.	39
Federal Men	MCA Tv	30 min.	39
Files of Jeffrey Jones	CBS Tv Film	30 min.	39
Front Page Detective	Geo. Bagnall	30 min.	39
Adventures of Dr. Fu Manchu	Hollywood Tv	30 min.	13
Gangbusters	RKO Tv	30 min.	39
Harbor Command	Ziv Tv	30 min.	39
Highway Patrol	Ziv Tv	30 min.	78
Sherlock Holmes	Guild	30 min.	39
I Am the Law	Sterling	30 min.	26
Inner Sanctum	NBC Tv Films	30 min.	39
I Spy	Guild	30 min.	39
New Adventures of Martin Kane	Ziv Tv	30 min.	39
Man Behind the Badge	MCA Tv	30 min.	39
Mr. & Mrs. North	Schubert	30 min.	57
Mr. District Attorney	Economee TV	30 min.	78
Mystery Is My Business	TPA	30 min.	32
New Adventures of Martin Kane	Ziv Tv	30 min.	39
New Orleans Police Dept.	MPA Tv	30 min.	39
Official Detective	NTA	30 min.	39
Paris Precinct	Guild	30 min.	26
Police Call	NTA	30 min.	26
Public Defender	Interstate Tv	30 min.	69
Public Prosecutor	Sterling	15 min.	26
Racket Squad	ABC Film Syndication	30 min.	98
San Francisco Beat	CBS Tv Film	30 min.	39
Mickey Spillane	MCA-TV	30 min.	39
Stryker of Scotland Yard	Hollywood Tv	30 min.	13
The Whistler	CBS Tv Film	30 min.	39

## DOCUMENTARY

Adventures in the News	Sterling	15 min.	13
Beyond the Yukon	Harriscopes	15 min.	13
Confidential File	Guild	30 min.	39
Crusade in the Pacific	Sterling	30 min.	26
Documentary Package	Lakeside	varied	500
Greatest Drama	RKO Tv	15 min.	39
Kingdom of the Sea	Guild	30 min.	39
Movie Museum	Sterling	15 min.	160
On the Spot	Lakeside	15 min.	39
Open for Business	Trans-Lux	varied	17
Operation Tomorrow	Screencraft	30 min.	39
Our America	Trans-Lux	varied	47
Profile	Trans-Lux	15 min.	39
Victory At Sea	NBC Tv Films	30 min.	26
Video Digest	Trans-Lux	varied	25
Wanted	Lakeside	30 min.	20
What's Your Line	Trans-Lux	varied	27
Where in the World	Lakeside	15 min.	104
This World of Ours	Sterling	15 min.	26
The World We Live In	Sterling	15 min.	65
Yesterdays Newsreel	Economee TV	15 min.	137

## DRAMA

All Star Theatre	Screen Gems	30 min.	156
Don Ameche Presents	TPA	30 min.	39
American Legend	Official	30 min.	80
American Wit & Humor	Sterling	30 min.	13

PROGRAM	SYNOICATOR	LENGTH	NO. AVAILABLE
<b>DRAMA (Continued)</b>			
Ethel Barrymore Theatre	Interstate Tv	30 min.	13
Celebrity Playhouse	Screen Gems	30 min.	39
Crossroads	Schubert	30 min.	78
Curtain Call	MCA Tv	30 min.	39
Damon Runyon Theatre	Screen Gems	30 min.	39
Day After Tomorrow	William Tell	30 min.	26
Janet Dean	Guild	30 min.	39
Dilemma	Harry S. Goodman	15 min.	13
Dr. Christian	Ziv Tv	30 min.	39
Dr. Hudson's Secret Journal	MCA Tv	30 min.	39
Douglas Fairbanks Jr. Presents	ABC Film Syndication	30 min.	117
Famous Playhouse	MCA Tv	30 min.	300
Favorite Story	Economee TV	30 min.	78
Flamingo Theatre	Flamingo	30 min.	29
Headline	MCA Tv	30 min.	39
Heart of the City	MCA Tv	30 min.	91
Herald Playhouse	ABC Film Syndication	30 min.	52
Hollywood Half Hour	Geo. Bagnall	30 min.	38
If You Had A Million	MCA Tv	30 min.	39
International Playhouse	NTA	30 min.	26
Invitation Playhouse	Sterling	15 min.	26
This is Charles Laughton	Sterling	30 min.	26
Little Show	Sterling	15 min.	32
Little Theatre	Sterling	15 min.	52
Magic Vault	Lakeside	30 min.	104
Mayor of the Town	MCA Tv	30 min.	39
Conrad Nagel	Guild	30 min.	26
Night Editor	Lakeside	15 min.	26
On Stage with Monty Wooley	Dynamic	15 min.	13
Orient Express	NTA	30 min.	26
Paradox	Kling Film	5 min.	26
Paragon Playhouse	NBC Tv Films	30 min.	39
The Passerby	NTA	15 min.	26
The Playhouse	ABC Film Syndication	30 min.	52
Playhouse 15	MCA Tv	15 min.	78
Play of the Week	NTA	30 min.	26
Ray Milland Show	MCA Tv	30 min.	76
Reader's Digest	Schubert	30 min.	65
Screen Directors Playhouse	RKO Tv	30 min.	39
Stage 7	TPA	30 min.	39
Star and the Story	Official	30 min.	39
Star Performance	Official	30 min.	156
Story Theatre	Economee TV	30 min.	26
Studio 57	MCA Tv	30 min.	26
Theatre with Lilli Palmer	NTA	30 min.	26
Times Square Playhouse	Economee TV	30 min.	39
Top Plays	Screen Gems	30 min.	44
Under the Sun	CBS Tv Film	30 min.	26
Unexpected	Economee TV	30 min.	39
The Visitor	NBC Tv Films	30 min.	44
Your Star Showcase	TPA	30 min.	52
Your TV Theatre	Economee TV	30 min.	120

## EDUCATIONAL

American Heritage	Coronet	varied	13
Behind the Scenes	Trans-Lux	varied	18
Career Planning	Coronet	varied	13
Children of the Americas	Coronet	varied	13
Classroom of the Air	Trans-Lux	varied	37
Creative Arts	Trans-Lux	varied	29
Dating, Marriage, Family	Coronet	varied	13
Democracy at Work	Coronet	varied	13
Draw-along With Me	William Tell	30 min.	13
Getting Along Socially	Coronet	varied	13
How Others Live	Coronet	varied	13
John Kiernan's Kaleidoscope	ABC Film Syndication	15 min.	104
Personality Development	Coronet	varied	13
The Shaping of America	Coronet	varied	13
The Story of America	Coronet	varied	13
Unk & Andy ABC Art Adventures	Cavalcade TV	15 min.	26
Watch the World	NBC Tv Films	15 min.	26
World of Yesterday	Coronet	varied	13
Your Days At School	Coronet	varied	13

## FEATURES

Anniversary Package	ABC Film Syndication	varied	16
Bagnall Package	Geo. Bagnall	varied	33
Beverly	NTA	varied	8
Big Fifty	NTA	varied	50
Big 12	Governor	varied	12





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# FILM CROSS-SECTION . . . continued

PROGRAM	SYNOICATOR	LENGTH	NO. AVAILABLE
<b>FEATURES (Continued)</b>			
Bill & Co	Hollywood Tv	60 min.	1
Bulldog Drummond	Governor	60 min.	8
Cardinal	NTA	varied	7
Cheryl Package	Medallion-TV	70-120	20
Classics	Assoc. Artists	varied	11
Comedy Theatre	Governor	varied	17
Deluxe	Hollywood Tv	80 min	3
Diamond	Hollywood Tv	varied	26
East Side Kids	Governor	varied	9
Edward Small Features	TPA	varied	35
Emblem	Hollywood Tv	varied	26
Emerald	Hollywood Tv	varied	13
English Features	Screencraft	varied	13
Fabulous Forty	NTA	varied	46
Family	Hollywood Tv	60 min.	13
Features	Quality Films	varied	40
Features	Interstate Tv	varied	7
Features	Interstate Tv	varied	54
Feature Special	Lakeside	varied	133
Feature Westerns	Guild	60 min.	100
52 Award Group	United Artists	varied	52
Flamingo Feature Theatre	Flamingo	varied	26
Frontier	Hollywood Tv	varied	13
Golden	Hollywood Tv	60 min.	26
Gold Medal	Hollywood Tv	varied	26
Hal Roach	NTA	varied	14
Hollywood Group	Assoc. Artists	varied	187
Hollywood Features	Guild	60 min.	250
Hollywood Movie Parade	Screen Gems	varied	104
Hollywood Mystery Parade	Screen Gems	varied	52
Hollywood Premiere Parade	Screen Gems	varied	39
Hollywood Value Parade	Screen Gems	varied	52
Jubilee	Hollywood Tv	varied	26
Library	M&A Alexander	varied	140
Laurel & Hardy	Governor	varied	10
Lone Star	Hollywood Tv	varied	13
Lucky 13	Screen Gems	varied	13
MGM Library	MGM Tv	varied	723
Million Dollar Movie Package #1	RKO Tv	varied	27
Million Dollar Movie Package #2	RKO Tv	varied	17
Movieland	Assoc. Artists	varied	84
Movietime USA	C&C Tv	varied	742
Mystery	Hollywood Tv	60 min.	24
New 22	Screen Gems	varied	22
96 Westerns	Flamingo	varied	96
Nugget	Hollywood Tv	varied	51
129 British Features	Flamingo	varied	129
PC Features	NTA	varied	22
Pioneer	Hollywood Tv	varied	26
Plainsmen	Hollywood Tv	varied	26
Plus 80	Screen Gems	varied	80
Power Plus	M&A Alexander	varied	18
Preferred	Hollywood Tv	60 min.	13
Premier	Hollywood Tv	varied	27
Prize	Hollywood Tv	varied	26
PSI Features	NTA	varied	40
Return of Rin Tin Tin	Geo. Bagnall	60 min.	1
Rocket 86	NTA	varied	86
Select	Hollywood Tv	60 min.	26
7th Anniversary	M&A Alexander	varied	13
Sherlock Holmes	Assoc. Artists	varied	12
Showmanship	Screen Gems	varied	23
Silver	Hollywood Tv	varied	24
Spanish Language	Cavalcade Tv	varied	39
Special Attractions	Governor	varied	4
Star Features	Screencraft	varied	17
Sterling Package	Sterling	varied	35
Suspense	Governor	varied	8
Tinderbox	Cinema-Vue	65 min.	1
TNT Package	NTA	varied	35
Topper Series	Governor	varied	4
Top 39	United Artists	varied	39
Trophy	Hollywood Tv	varied	26
20th Century Fox Films	NTA	varied	52
Variety Features	Screencraft	varied	29
Warner Brothers Library	Assoc. Artists	varied	754
John Wayne	Hollywood Tv	varied	15
Western Features			
Starring Gene Autry	MCA Tv	60 min.	56
Western Features			
(Johnny Mack Brown)	Cinema-Vue	varied	27
Western Features			
Starring Roy Rogers	MCA Tv	60 min.	67

PROGRAM	SYNOICATOR	LENGTH	NO. AVAILABLE
<b>FEATURES (Continued)</b>			
Westerns	Assoc. Artists	varied	38
Westerns	Interstate Tv	60 min.	115
Westerns	M&A Alexander	varied	46
Westerns	NTA	varied	31
Westerns	Screencraft	varied	38
Westerns	Screen Gems	varied	135
Western Special	Lakeside	varied	131
<b>HEALTH</b>			
Health and Happiness Club	NTA	5 min.	105
Here's To Health	Trans-Lux	varied	18
M. D.	NTA	5 min.	39
Medicine Marches On	Trans-Lux	varied	22
Your Health and Safety	Coronet	varied	13
<b>INTERVIEW</b>			
Candid Camera	Assoc. Artists	15 min.	100
Candid Camera	Assoc. Artists	30 min.	89
Lilli Palmer Show	NBC Tv Films	15 min.	26
<b>MUSICAL</b>			
Ballet	Sterling	15 min.	26
Big Little Show	NTA	30 min.	30
Christmas Carols	Dynamic	3 min.	12
Country Show	Flamingo	30 min.	26
Eddy Arnold Time	Walter Schwimmer	30 min.	26
Famous Guests	Cavalcade Tv	30 min.	13
Guy Lombardo	MCA Tv	30 min.	78
Holiday in Paris	CBS Tv Film	30 min.	13
The Hormel Girls	Kling Film	15 min.	44
Huespedes Famosos	Cavalcade Tv	30 min.	13
Frankie Laine	Guild	15 min.	78
Frankie Laine	Guild	30 min.	39
Liberace	Guild	30 min.	113
Musical Moments	Dynamic	3½ min.	10
Music of the Masters	NTA	15 min.	13
Old American Barn Dance	Kling Film	30 min.	26
Opera and Ballet	Lakeside	15 min.	13
Patti Page Show	Screen Gems	15 min.	78
Rosemary Clooney Show	MCA Tv	30 min.	39
Stars of Grand Ole Opry	Flamingo	30 min.	39
Tele-Musicals	Harriscopes	3 min.	140
Town & Country Time	RCA Services	varied	78
Vienna Philharmonic	Sterling	15 min.	13
Foy Willing & Riders of the Purple Sage	RCA Services	3 min.	100
Florian ZaBach	Guild	30 min.	39
<b>NATURE, OUTDOORS</b>			
Adventure Out of Doors	Sportlite	15 min.	26
Nature in Action	Coronet	varied	13
Wild Life in Action	Lakeside	15 min.	52
The World Around Us	RCA Services	15 min.	26
<b>NEWS</b>			
CBS Newsmag	CBS Tv Film	12 min.	5-a-week
INS Telenews Daily	INS	12 min.	6-a-week
Washington Merry Go Round	Harry S. Goodman	15 min.	39
Weekly News Review	INS	15 min.	Weekly
<b>QUIZ</b>			
Hidden Treasure Show	William Tell	60 min.	13
Magic Question	William Tell	30 min.	26
Movie Quick Quiz	Schubert	15-30 strip	700
Pantomime Quiz	NTA	30 min.	13
View The Clue	Medallion TV	15 or 30	26
<b>RELIGIOUS</b>			
Hand to Heaven	NTA	30 min.	13
Layman's Call to Prayer	NTA	5 min.	52
Living Book	Economice TV	15 min.	13
Man's Heritage	NTA	10 min.	13
Out of the Past	Lakeside	30 min.	39
<b>SCIENCE</b>			
Adventure In Science	Trans-Lux	varied	44
Do You Know Why?	MPA Tv	5 min.	200
March of Science	Trans-Lux	varied	40
Popular Science	Interstate Tv	15 min.	78
Science in Action	Coronet	varied	13
Science in Action	TPA	30 min.	52



PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
<b>SCIENCE FICTION</b>			
Commando Cody—Sky Marshal of the Universe	Hollywood Tv	30 min.	12
Science Fiction Theatre	Ziv Tv	30 min.	78
Top Secret	Flamingo	30 min.	26

## SHORTS

Charlie Chaplin Comedies	Cinema-Vue	varied	52
Christie Comedies	Harriscop	12 1/2 min.	200
Funzapoppin Comedies	Geo. Bagnall	varied	755
Little Rascals	Interstate Tv	10 & 20 min.	90
Movietime USA Short Subjects	C&C Tv	varied	1,000
Old Timer Comedies	Cinema-Vue	varied	300
Race Night	Geo. Bagnall	9 min.	52
Scallawags	Geo. Bagnall	varied	64
Warner Short Subjects	Assoc. Artists	varied	1,400

## SITUATION COMEDY

Amos 'n' Andy	CBS Tv Film	30 min.	78
Beulah	Flamingo	30 min.	78
Boss Lady	M&A Alexander	30 min.	13
Corliss Archer	Economee TV	30 min.	39
Duffy's Tavern	Guild	30 min.	39
Great Gildersleeve	NBC Tv Films	30 min.	39
Halls of Ivy	TPA	30 min.	39
His Honor, Homer Bell	NBC Tv Films	30 min.	39
I Married Joan	Interstate Tv.	30 min.	98
Life With Elizabeth	Guild	30 min.	65
Life With Father	CBS Tv Film	30 min.	26
Mama	CBS-TV Film	30 min.	26
Mickey Rooney Show	Screencraft	30 min.	33
Molly (The Goldbergs)	Guild	30 min.	39
Mother is a Freshman	NTA	30 min.	39
My Hero	Official	30 min.	33
My Little Margie	Official	30 min.	126
So This Is Hollywood	Harriscop	30 min.	24
Studs Place	Harry S. Goodman	30 min.	26
Susie	TPA	30 min.	104
The Trouble With Father	Official	30 min.	130
This is Alice	NTA	30 min.	39
Topper	Schubert	30 min.	78
Willy	Official	30 min.	39

## SPORTS

Adventures in Sports	Sterling	15 min.	26
All-Girl Wrestling	Harriscop	30 min.	26
All-American Game of the Week	Sports TV	30 min.	13
All American Wrestling	Kling Film	60 min.	26
All-Star Golf	Walter Schwimmer	60 min.	26
The Big Moment	Sterling	30 min.	26
Big Playback	Screen Gems	15 min.	52
Big 10 Football Hilites	Sportlite	30 min.	13
Bill Corum Sports Show	NTA	15 min.	26
Bowling Time	Sterling	60 min.	26
Boxing from Rainbo	Kling Film	30 min.	26
Bud Wilkinson Show	Sportlite	15 min.	39
Championship Bowling	Walter Schwimmer	60 min.	78
Championship Wrestling from Hollywood	Cinema-Vue	60 min.	39
Double Play	Cavalcade Tv	15 min.	13
Gadabout Gaddis	Sterling	15 min.	26
Gridiron Cavalcade	Sports TV	15 min.	13
Indianapolis Highlights	Harriscop	30 min.	3
Jalopy Races from Hollywood	Harriscop	30 min.	26
Let's Go Golfing	Sportlite	15 min.	13
Mad Whirl	NTA	30 min.	26
Main Event Wrestling	Harriscop	60 min.	52
Main Event Wrestling	Harriscop	30 min.	26
Pacific Coast Conference Football Highlights	Sports TV	30 min.	13
Ringside With the Rasslers	Geo. Bagnall	60 min.	52
Sam Snead Show	RCA Services	5 min.	39
Speed Classics	Dynamic	15, 30	15
Sports Album	Economee TV	5 min.	105
Sport Skills	Coronet	varied	13
Sports on Parade	Sterling	15 min.	75
This Week in Sports	INS	15 min.	weekly
Time In for Sports	sterling	30 min.	26
Tops for Training	Trans-Lux	varied	13
Tv Baseball Hall of Fame	Flamingo	15 min.	78
Tv Football Hall of Fame	Flamingo	15 min.	26

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
<b>SYNDICATED LIBRARY</b>			
Adventure Shows	Hollywood Tv	30 min.	39
Dramatic Packages Newsreels Sports	Economee TV	varied	9
Encyclopaedia Britannica	Trans-Lux	varied	70
Pep Package	NTA	varied	1400
Shorts Library	Sterling	varied 2	4,000

## TRAVEL

Holiday	NTA	30 min.	3
Holidays	Trans-Lux	varied	1
Life in the USA	Trans-Lux	varied	2
The Travel Bug	Sportlite	15 min.	13
Vagabond	Official	30 min.	78
World at Large	Trans-Lux	varied	40

## WESTERN

Adventures of Champion	CBS Tv Film	30 min.	26
Adventures of Kit Carson	NTA Tv	30 min.	104
Annie Oakley	CBS Tv Film	30 min.	52
Brave Eagle	CBS Tv Film	30 min.	26
Buffalo Bill, Jr.	CBS Tv Film	30 min.	26
Cisco Kid	Ziv Tv	30 min.	180
Cowboy G-Men	Flamingo	30 min.	90
Frontier	NBC Tv Films	30 min.	30
Frontier Doctor	Hollywood Tv	30 min.	39
Gene Autry Show	CBS Tv Film	30 min.	91
Gabby Hayes Show	Assoc. Artists	30 min.	52
Wild Bill Hickock	Flamingo	30 min.	52
Hopalong Cassidy	NBC Tv Films	60 min.	54
Hopalong Cassidy	NBC Tv Films	30 min.	52
Judge Roy Bean	Screencraft	30 min.	39
Last Marshal	NTA	30 min.	39
Range Rider	CBS Tv Film	30 min.	78
Sheriff of Cochise	NTA	30 min.	39
Steve Donovan West'n Marshal	NBC Tv Films	30 min.	39
Stories of the Century	Hollywood Tv	30 min.	39
Tales of the Texas Rangers	Screen Gems	30 min.	26

## WOMEN'S

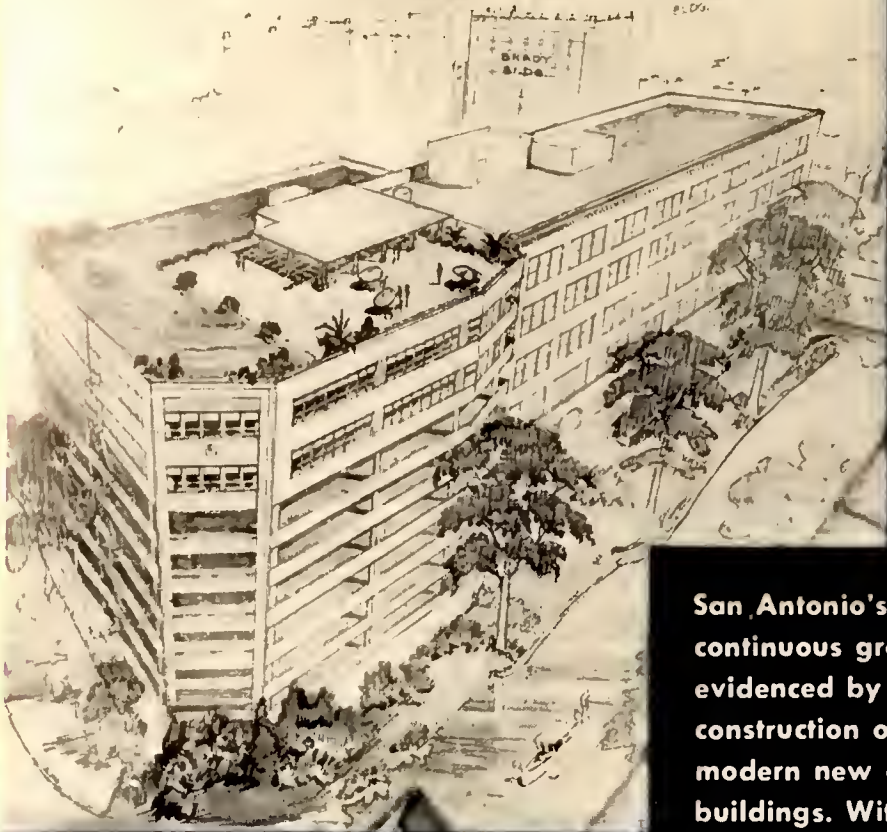
Adventures in Sewing	Lakeside	30 min.	13
Bringing Up Your Baby	Trans-Lux	varied	16
Creative Arts	Trans-Lux	varied	28
For the Ladies	Sterling	15 min.	90
Here's How	Trans-Lux	varied	40
Home Management	Coronet	varied	13
It's Fun to Reduce	Guild	15 min.	65
Sew Easy	Medallion TV	15 or 30	26
Tv Kitchen	Kling Film	30 min.	26

## MISCELLANEOUS

<b>Animal:</b>			
Animal Package	Lakeside	varied	100
<b>Comedy:</b>			
Scene With a Star	Geo. Bagnall	15 min.	13
<b>Discussion:</b>			
The Big Idea	RKO Tv	30 min.	39
<b>Dramatic Readings:</b>			
James Mason Show	NTA	15 min.	26
<b>Hobby:</b>			
Find a Hobby	NTA	15 min.	26
<b>Holidays:</b>			
Christmas Carols	Dynamic	5 min.	12
Cinnamon Bear Christmas	Governor	15 min.	26
Jingle Dingles Christmas Party	Cinema-Vue	60 min.	1
The Little Match Girl	RCA Services	5 min.	1
<b>Serials:</b>			
Serials	Assoc. Artists	15 min.	39
Serials	Screen Gems	varied	679
<b>Variety:</b>			
Eddie Cantor	Economee TV	30 min.	
The Continental	Dynamic	15 min.	13
George Jessel's Show Business	NTA	30 min.	39
Paul Killiam Show	Sterling	15 min.	26
Ranch Party	Screen Gems	30 min.	39
Video Digest	Trans-Lux	varied	25

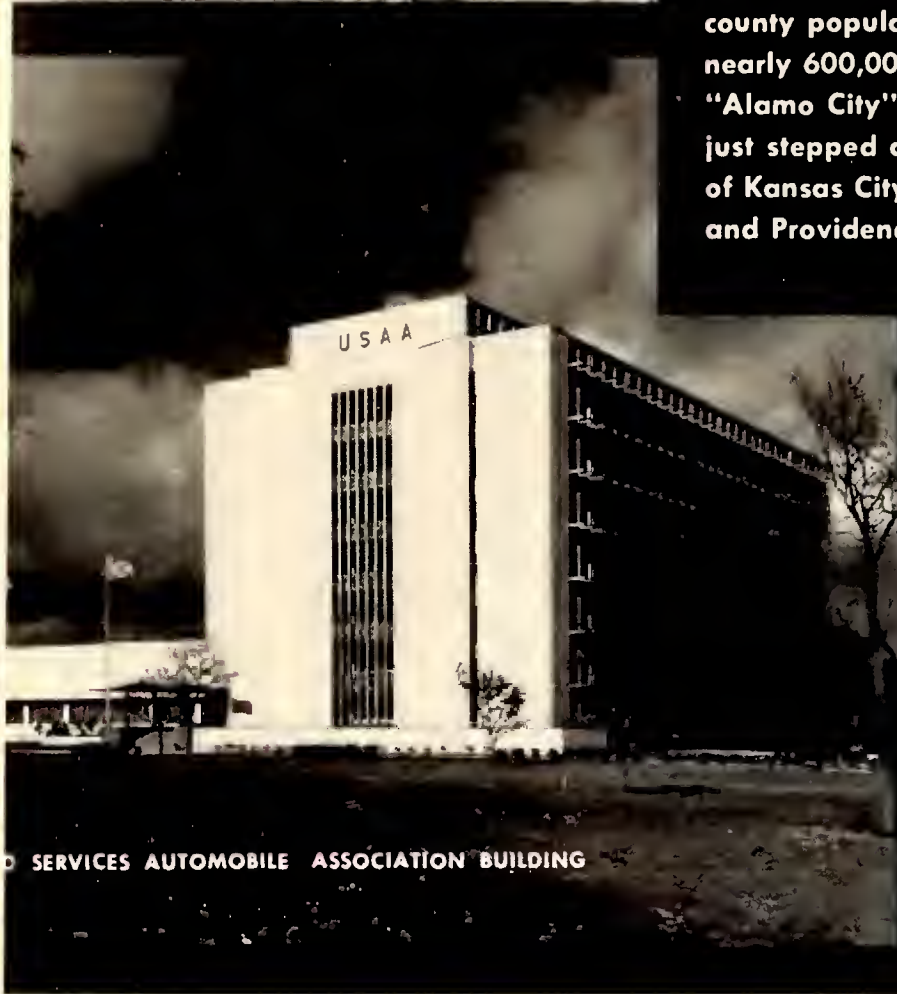


PELUM COMMERCE BUILDING



San Antonio's continuous growth is evidenced by the construction of these modern new office buildings. With a county population of nearly 600,000, the "Alamo City" has just stepped ahead of Kansas City and Providence.

NATIONAL BANK OF COMMERCE BUILDING



U.S.A.A. SERVICES AUTOMOBILE ASSOCIATION BUILDING



JOE RAINEY MANION BUILDING

**IN EACH TELEVISION MARKET  
THERE IS ONLY ONE LEADER.  
IN SAN ANTONIO, IT'S KENS-TV**



ASK YOUR  
PETERS, GRIFFIN, WOODWARD COLONEL  
FOR COMPLETE DETAILS.



SAN ANTONIO, TEXAS



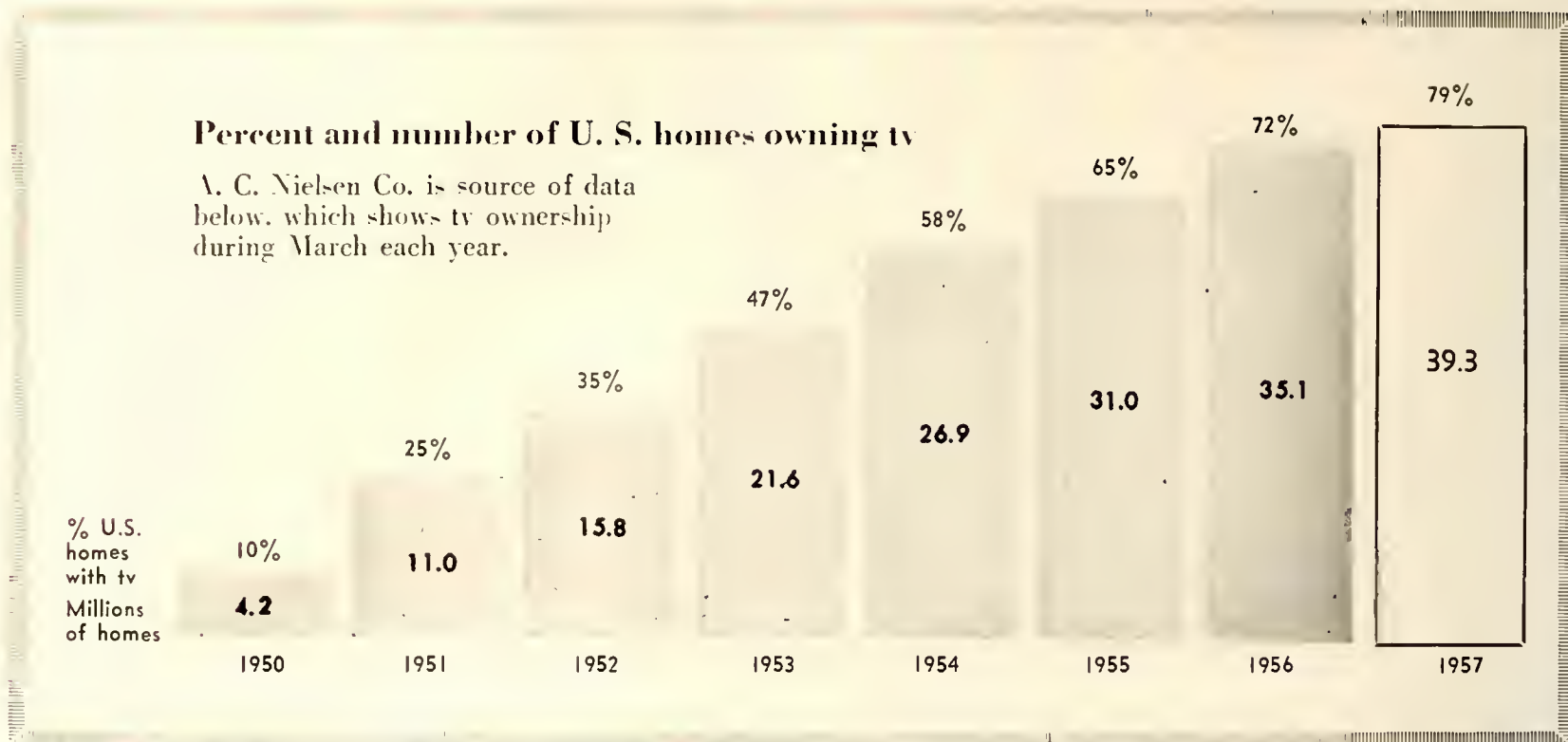
# **SECTION 3 TV BASICS**

A 22-page section of facts and figures comprising 43 charts and graphs. They cover: tv's over-all dimensions; set production; a profile of television listening habits; network programming trends; spending data in both the network and spot tv fields.



# I. DIMENSIONS OF TELEVISION

## 1. How has U. S. tv saturation grown (1950-57) ?



## 2. How much variation is there in set saturation?

Figures at right are from A. C. Nielsen, show tv homes and set saturation figures as of 1 March this year. Though East Central and Pacific regions show same saturation, latter shows faster growth

Region	Homes	Saturation	County Size	Homes	Saturation
Northeast	11,419,000	(87 %)	"A"	16,143,000	(87 %)
East Central	7,042,000	(83 %)	"B"	11,196,000	(82 %)
West Central	7,404,000	(77 %)	"C"	6,956,000	(71 %)
South	7,948,000	(68 %)	"D"	5,005,000	(61 %)
Pacific	5,487,000	(83 %)			

## 3. What are the family characteristics of tv owners?

**Percent of homes owning tv according to family characteristics**

**Size of Families**

1 & 2 Members ..	71 %
3 Members .....	83
4 & 5 Members ....	87
6 Members & Over	76

**Age of Housewife**

Under 35 Years .....	85 %
35 thru 44 Years .....	85
45 Years & Over .....	72

**Education of Family Head**

Grade School ....	73 %
High School .....	86
College .....	82

**Total Family Income**

Upper Fourth .....	90 %
Next Fourth .....	87
Next Fourth .....	78
Lowest Fourth .....	61

**Presence of Children**

5 Years & Under .....	85 %
6 - 12 Years .....	85
13 - 20 Years .....	81
No Children .....	72

Source of data to left is Market Research Corp. of America as of 1 January this year. While differences between family groups narrow as tv saturation grows, television-owning families still tend to be well-heeled, big in size, young and well educated



## DIMENSIONS OF TELEVISION

### 4. Where has recent set growth been?

Percent of families with tv sets

Regions:	Apr. '56	Jul. '56	Oct. '56	Jan. '57
Northeast	88%	88%	88%	90%
South	63	64	68	68
North Central	77	79	80	81
Mountain & Southwest	60	62	65	68
Pacific	74	76	77	77

City Size:	Apr. '56	Jul. '56	Oct. '56	Jan. '57
Farm	53%	54%	57%	61%
Under 2,500	64	67	69	69
2,500 to 50,000	62	65	66	68
50,000 to 500,000	80	82	83	84
550,000 & Over	89	89	90	90

SOURCE: MARKET RESEARCH CORP. OF AMERICA

### 5. How many retailers sell tv and/or radio sets?

Type of Outlet	Sept. 1, 1952	July 1, 1953	July 1, 1954	July 1, 1955	July 1, 1956
Radio-TV-Appliance	40,250	47,600	47,050	42,800	39,150
Furniture	17,650	15,550	20,250	19,050	18,500
Hardware	12,550	14,100	11,850	12,200	9,550
Department—Gen. Mdse.	9,100	10,500	10,800	12,300	12,500
Other	15,850	17,400	17,150	23,950	25,400
<b>Total</b>	<b>95,400</b>	<b>105,150</b>	<b>107,100</b>	<b>110,300</b>	<b>105,100</b>

SOURCE: RETMA

### 6. How has the number of tv set manufacturers changed?

1950	1951	1952	1953	1954	1955	1956
110	110	94	90	83	72	51

Despite the tremendous market for sets during the past seven years, fierce competition, low mark-ups and the competitive disadvantage of not having a full line of appliances have caused a high mortality rate among television set manufacturers. Source of data is RETMA

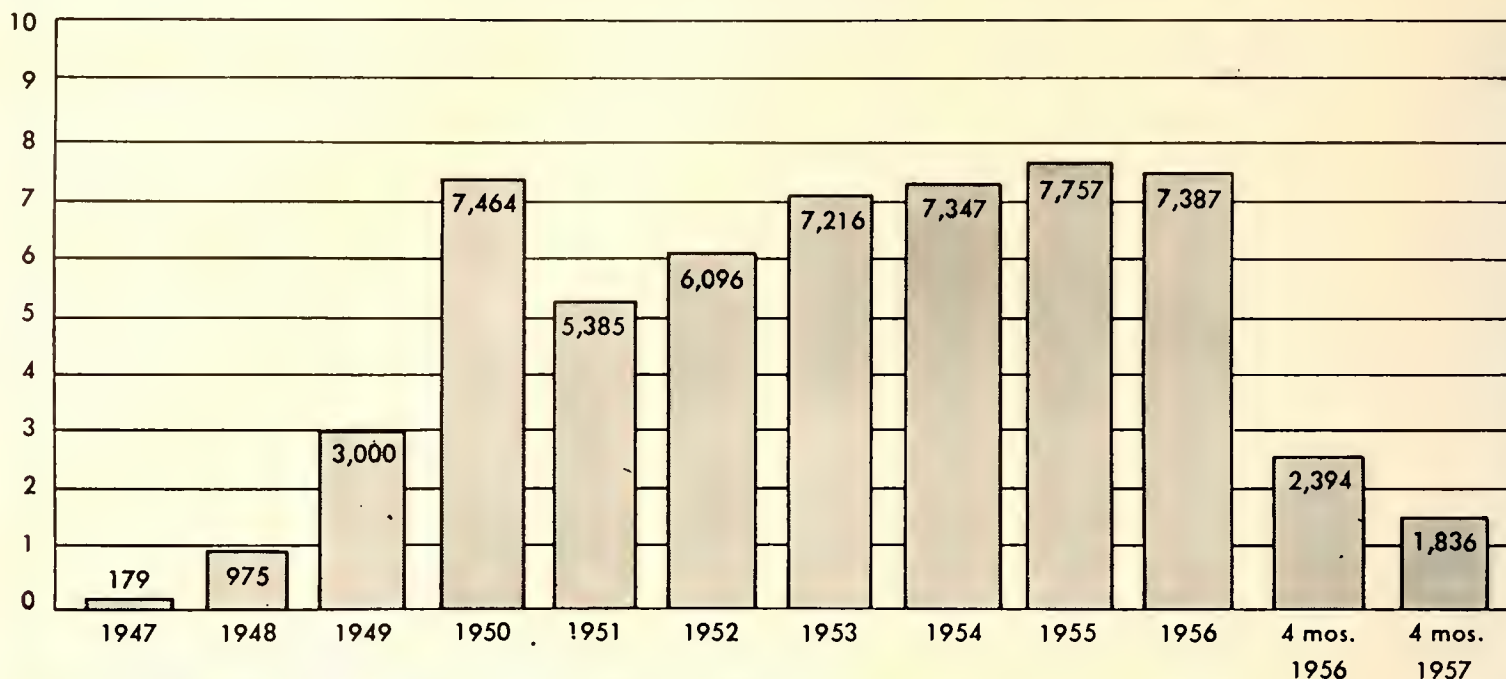


## II. TELEVISION SET PRODUCTION

### 1. What's been the rate of tv set production since 1947?

Millions of sets

1955 marked high spot of production so far



### 2. How many uhf sets have been produced?

1953 / 1,459,000    1954 / 1,383,000    1955 / 1,182,000    1956 / 1,035,236

Source: RETMA. Figures include factory-equipped uhf sets only.

### 3. What tube sizes have been most popular among tv set owners?

Manufacturers sales of picture tubes by screen size

YEAR	15" and under	16" thru 18"	19" thru 21"	22" thru 25"	26" and over
1948	1,145,583	9,123			
1949	3,316,767	179,682			
1950	2,365,380	5,356,102	211,940		
1951	437,148	3,586,967	973,233	120,739	
1952	296,753	3,004,786	4,296,735	30,409	
1953	267,380	3,065,102	6,105,068	275,504	119,964
1954	235,954	2,086,077	7,223,259	318,665	46,925
1955	411,440*	1,805,020	7,674,155	948,083	34,648
1956	1,447,978*	997,830	4,493,682	593,224	7,121

Source: RETMA. tubes made from new glass. \* Include small number of projection tubes.

Figures show the 21-inch tube has been outselling all others since 1952. Note the increase in 15-inch-and-under sizes last year, a reflection of growth in portable tv sets. While figures cover sales to all sources, they reflect mainly tubes for home sets.



*Sometimes*

# IMMODESTY

*is most becoming!*

And you've every right to exult with us over the proven size of WBTV's television market measured in terms of population . . . because it means a massive market for you.

CITY	POPULATION
1. New York	16,788,700
2. Los Angeles	7,699,900
3. Chicago	7,552,500
4. Philadelphia	6,675,100
5. Detroit	5,219,700
6. Boston	5,118,600
7. Wilmington, Del.	5,045,400
8. Pittsburgh	4,774,300
9. San Francisco	4,262,400
10. Cleveland	4,233,700
11. Johnstown, Pa.	4,145,600
12. Steubenville, Ohio	3,935,100
13. Manchester, N. H.	3,606,800



**14. CHARLOTTE 3,348,800**

15. New Haven	3,290,200
16. Washington	3,135,900
17. Minneapolis-St. Paul	2,932,600
18. St. Louis	2,830,900
19. Providence	2,771,000
20. Memphis	2,731,500
21. Indianapolis	2,717,300
22. Milwaukee	2,698,600
23. Baltimore	2,661,700
24. Bloomington, Ind.	2,640,400
25. Atlanta	2,611,600

Source: Television Magazine 1957 Data Book

Moreover our clients are prone to boast about our superior Sales Power. Reach our people with your products through the pioneer in the Carolinas, and we warrant that you'll soon be gloating, too. For WBTV's Sales Power, contact CBS-TV Spot Sales.

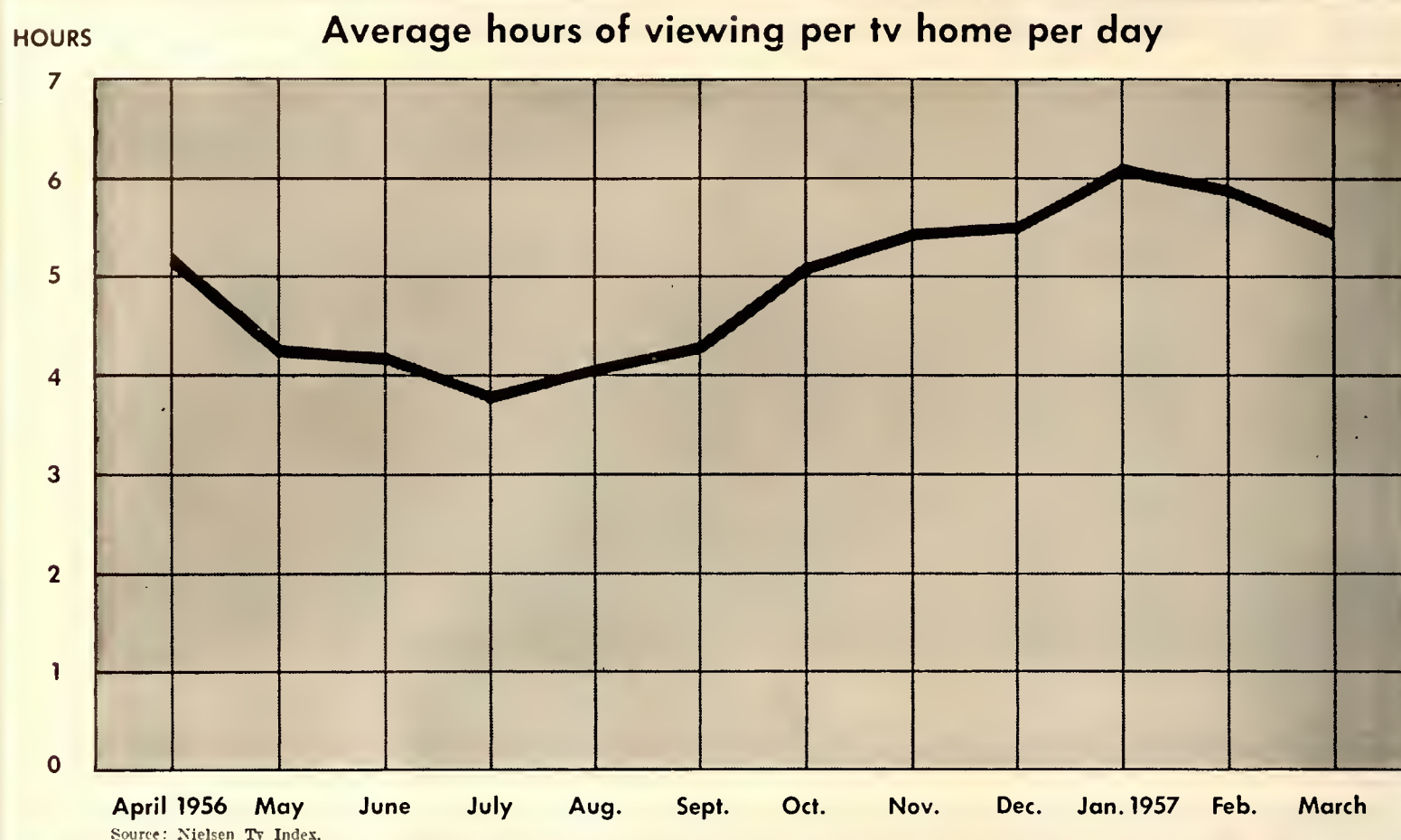


JEFFERSON STANDARD BROADCASTING COMPANY



### III. TELEVISION VIEWING HABITS

#### 1. How does daily tv viewing vary by months?



#### 2. How does U. S. audience composition vary by parts of the day?

##### Sunday through Saturday (nighttime)

Time period	Sets-in-use	Men	Women	Children	Viewers-per-set
7-11 p.m. average	53.8%	35%	43%	22%	2.4
7-8 p.m.	43.6	31	37	32	2.7
8-10	61.4	35	44	21	2.5
10-11	56.3	41	50	9	2.1

##### Saturday and Sunday (afternoon and evening)

Noon-6 p.m.	18.2%	32%	32%	36%	2.5
7-11 p.m.	58.2	35	42	23	2.7

##### Monday through Friday (daytime)

7-9 a.m.	8.5%	15%	39%	46%	2.2
9-11	13.1	10	48	42	1.7
11-1 p.m.	16.9	14	53	33	1.7
1-3	14.1	15	63	22	1.6
3-5	18.8	13	45	42	2.0
5-7	29.0	23	26	51	2.5

Source: ARB, March 1957.





**WPST TV**

WE'RE OPENING THE DOOR  
TO SOUTHEAST FLORIDA'S  
\$2,000,000,000 MARKET

*we're on the air!*

**TEN'S ON TOP** — Right! On top of 1,453,800 people,  
representing 581,520 families.

**TEN'S ON TOP** — Right! On top of 32,428 retail stores,  
employing 72,269 workers with a payroll of \$165,482,000.

**TEN'S ON TOP** — Right! On top of more than 1800 manufacturing  
plants turning out products from milady's chemise to monsieur's carport.

**TEN'S ON TOP** — Right! On top of more than 3 1/2 million  
tourists who visit Southeast Florida and Miami every year  
(more than 75 per cent of whom view TV during their stay)

PUBLIC SERVICE  
TELEVISION  
MIAMI,  
FLA.

**WPST TV**

CHANNEL  
10  
WPST TV

ABC NETWORK REPRESENTED NATIONALLY BY H R TELEVISION, INC



RESTONIC  
*Sleep Products*

FEDERAL MEN  
RAY MILLAND







**BUFFALO'S OWN AGENCIES  
AND ADVERTISERS CHOOSE  
WBUF, CHANNEL 17, AS THE**

# **MOVING FORCE IN BUFFALO**

*To promote Restonic Mattress sales in Royal Bedding's retail outlets throughout Erie and Niagara Counties, Buffalo's Bowman & Block Agency buys syndicated film shows on WBUF.*

**SYNDICATED FILM SHOWS, BECAUSE:**

They command a good-sized initial audience that grows fast. Ratings for Royal Bedding's "Ray Milland Show" and "Federal Men" have nearly doubled in the first six months on WBUF!

They give Royal Bedding valuable prestige as the "owner" of big-name talent dramatic shows.

They're highly merchandisable, not only to the public, but to the dealers who sell Restonic.

WBUF, BECAUSE, in the words of Bowman & Block partner Nathaniel Block: "Use any measuring stick you choose — circulation, share-of-audience, signal-strength, coverage area, program quality, community integration—the word for WBUF is *growth*. The station was an economical buy to begin with and has become even more so with the phenomenal increase in audience and decrease in cost-per-thousand."

Coverage—up! Ratings—up! Billings—up! WBUF is the fastest-moving force in Buffalo today. Interested in selling the Niagara Frontier market? Here's the force that will do the job for you!

## **WBUF·17**

**BUFFALO, N.Y.**

**SOLD BY  SPOT SALES**

*Left to right: Saul Kantor, President, Royal Bedding Company; Nathaniel Block, Partner, Bowman & Block; William B. Decker, WBUF Sales Manager.*



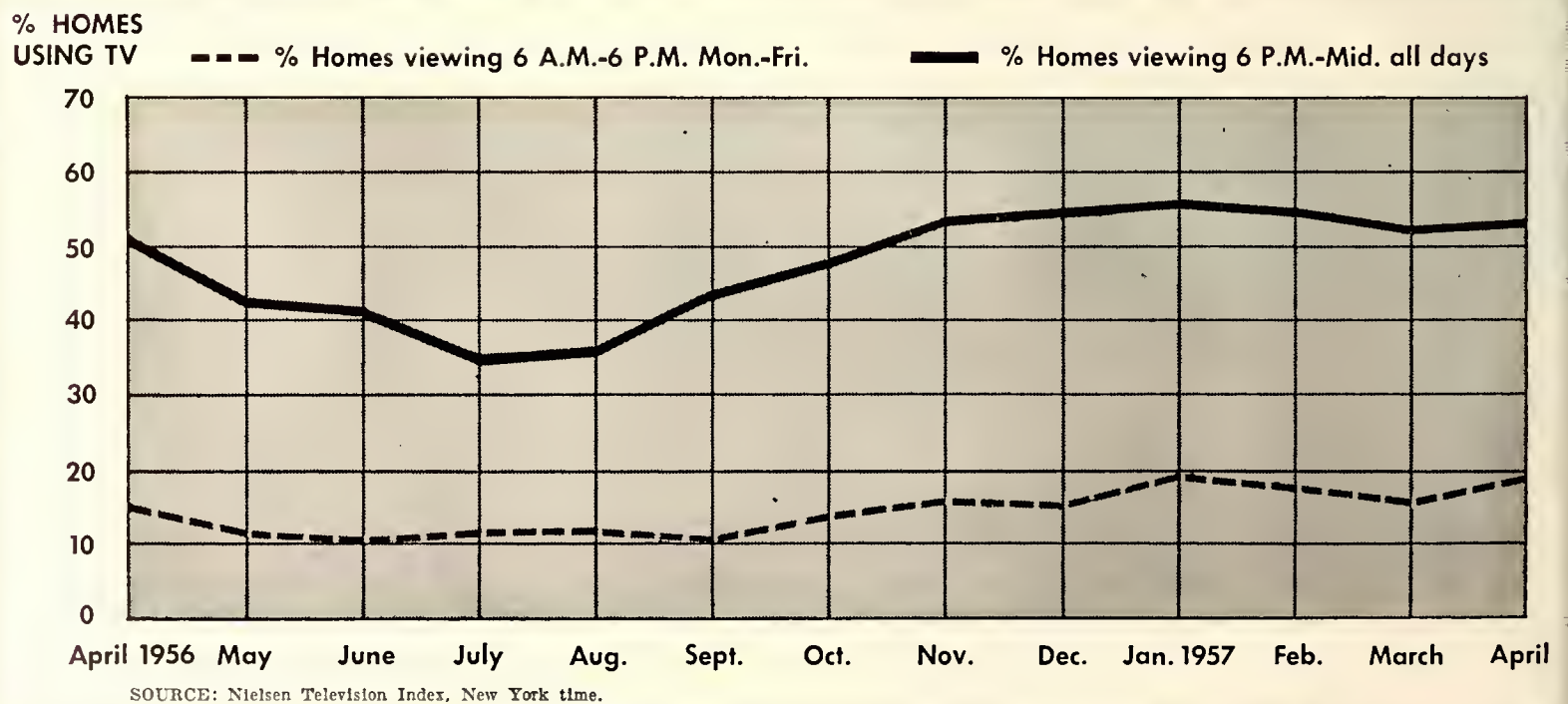
### 3. How does tv viewing level vary with time of day?

#### Homes using tv by hours of day during the average winter day

Viewing figures below represent four-week average during Jan.-Feb. 1957, come from Nielsen Tv Index. Data to 6 p.m. is for Mon.-Fri. Nighttime data is for full week. Homes figures cover all those viewing during the hour

Daytime, Mon.-Fri.			Nighttime, Sun.-Sat.		
N. Y. Time	%	Homes (000)	N. Y. Time	%	Homes (000)
6-7 A.M.	0.3	118	NOON-1 P.M.	25.4	9,982
7-8	3.4	1,336	1-2	21.6	8,489
8-9	10.0	3,930	2-3	22.2	8,725
9-10	12.9	5,070	3-4	24.5	9,629
10-11	14.9	5,856	4-5	30.6	12,026
11-NOON	20.3	7,978	5-6	37.7	14,816
			6-7 P.M.	45.8	17,999
			7-8	56.8	22,322
			8-9	66.4	26,095
			9-10	68.4	26,881
			10-11	60.0	23,580
			11-MID.	37.0	14,541

### 4. What percent of homes watch tv by months of the year?





# FOLLOW THE LEADER IN SACRAMENTO...

**KCRA-TV**

**49.7%**

50%

40%

30%

20%

10%  
SHARE

**STA. B**

**STA. C**

**STA. D**

NOV. '55\*

FEB. '56\*

NOV. '56\*

FEB. '57\*

APR. '57\*

MAY '57



A graphic demonstration of KCRA-TV's rise to audience dominance from sign-on to sign-off, Sunday-Saturday. Ask Petry about The *Highest Rated* NBC Station in the West.

\*ARB, Sacramento

**KCRA-TV**

**SACRAMENTO, CALIFORNIA**

Serving 28 Northern California  
and Nevada Counties

CLEAR

**3**

CHANNEL



## 5. What's average viewing time morning, afternoon, evening?

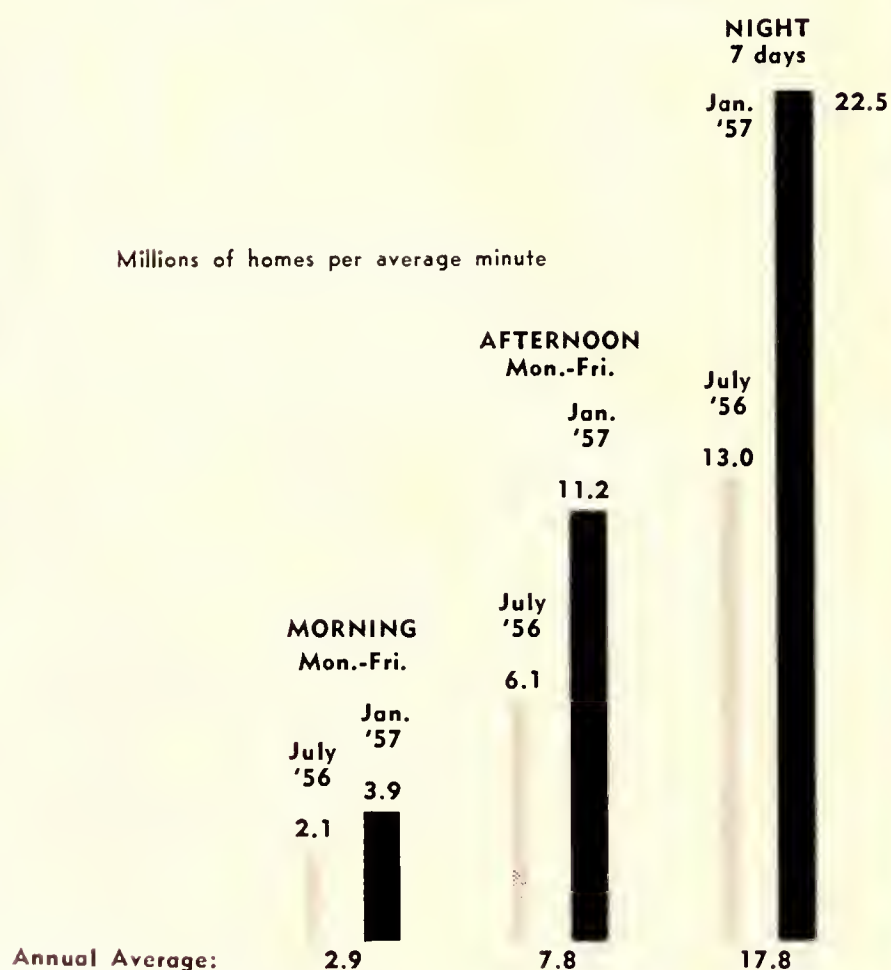
Average hours of viewing per home per day by day parts

	Night	Afternoon	Morning	Total hours
Monday-Friday	3 hrs. 30 min.	1 hr. 25 min.	31 min.	5 hrs. 26 min.
Saturday	3 hrs. 58 min.	1 hr. 46 min.	45 min.	6 hrs. 29 min.
Sunday	3 hrs. 40 min.	1 hr. 54 min.	15 min.	5 hrs. 49 min.
All Days	3 hrs. 35 min.	1 hr. 32 min.	31 min.	5 hrs. 38 min.

SOURCE: Nielsen Television Index, Nov.-Dec. 1956.

Number of U. S. homes watching tv

Millions of homes per average minute



SOURCE: A. C. Nielsen.

## 6. How does tv viewing vary by seasons?

**Peak viewing** audiences of television are almost double those during the summer when watching tv is at a low point. To get a fully-rounded picture, however, the summer viewing level should be compared with the annual average since the January figure is not typical of the year. It should also be pointed out that some summer periods actually record a higher sets-in-use figure than during the winter. This is especially true during late night periods. Note that figures at left are per average minute, do not show tv's full audience.



*It's your move...*  
to the **TOPS** in  
*Cleveland Television*  
**WJW-TV**  
CHANNEL 8



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND  
the nation's 5th market  
in total retail sales\*

GREATER CLEVELAND  
the nation's 6th market  
in net effective  
buying income\*

GREATER CLEVELAND  
the nation's 7th market  
in population...  
and still growing!\*

**WJW-TV**

"A Leading Citizen" in  
Ohio's First Market  
serving 1,200,000  
households

More productive local program-  
ming on WJW-TV. Top feature  
films for participating sponsors,  
including 20th Century-Fox,  
Columbia and Selznick groups.



**WJW-TV**

*Represented Nationally by the  
Katz Agency*



A BASIC AFFILIATE OF THE  
CBS TELEVISION NETWORK

\* Sales Management May 10, 1956

WJW-TV—Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 15, Ohio • TOWER 1-6080



## 7. What are the national viewing figures by local time?

Percent and number of homes reached by day parts		
Mon-Fri	%	Homes (000)
6- 9 a.m.	7.1	2,790
9-12 Noon	16.4	6,445
12- 3 p.m.	21.5	8,450
3- 6 p.m.	30.4	11,947
All Days	%	Homes (000)
6- 9 p.m.	60.5	23,777
9-12 Mid.	44.0	17,292

SOURCE: Nielsen Television Index, March-April 1957. Eastern, Central, Pacific times combined.

## 8. How does viewing differ by time zones?

Charts at right and immediately below are based on ARB. Figures are averages based on the first quarter hour following the hour. U.S. data refers to Eastern time across the country. Note that differences become sharper as the nighttime hour becomes later

Tv sets in use by zones, Dec. 1956, Sunday thru Saturday evening						
ZONE	7 PM	8	9	10	11	MID.
U.S.	38.8	60.8	61.0	59.9	40.6	19.6
Eastern	46.4	71.3	68.5	62.4	39.6	12.4
Central	54.1	55.0	55.9	39.8	14.4	4.9
Pacific	60.4	65.8	61.4	47.2	19.5	7.8

Tv sets in use by zones, December 1956, Monday thru Friday daytime												
ZONE	7 AM	8	9	10	11	N	1 PM	2	3	4	5	6
U.S.	3.1	8.7	9.0	12.0	13.3	17.0	12.2	10.8	14.5	17.7	25.4	30.2
Eastern	5.9	12.8	10.5	13.3	15.8	21.7	11.0	9.7	13.8	18.6	34.3	36.4
Central	6.3	10.3	13.4	11.8	12.7	15.2	11.9	14.0	16.7	18.1	28.1	31.4
Pacific	2.8	7.3	10.9	9.2	11.5	19.1	17.3	11.2	11.3	20.5	40.9	45.0

## 9. How much of the viewers' time do network sponsors get?

**1957: 52.5%** to network sponsored programs

**47.5%** to all other programs

**1956: 49.5%** to network sponsored programs

**50.5%** to all other programs

SOURCE: Nielsen Television Index, Feb. each year. "All other" includes local shows, network sustainers.



*First Anniversary!*

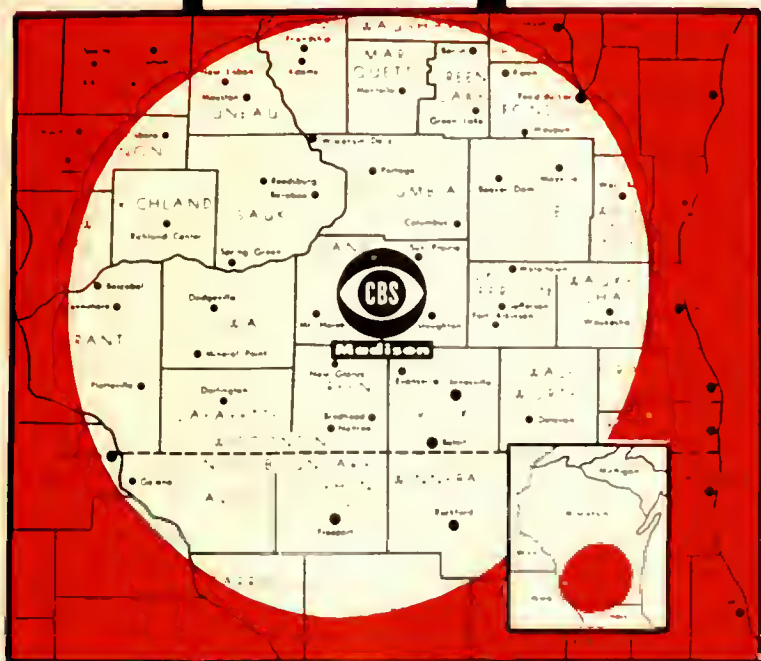
**WISC-TV**

**CHANNEL  
VHF**

**3**

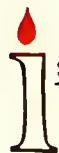
**ST**

**IN MADISON,  
WISCONSIN**



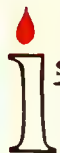
**1<sup>ST</sup> IN COVERAGE**

With maximum power on Channel 3, WISC-TV covers 32 counties in Wisconsin, Illinois, and Iowa—serving a million and one-half viewers in over 325,000 television homes. Let your PGW Colonel show you what positive coverage means in low cost-per-thousand.



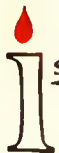
**1<sup>ST</sup> IN RATINGS**

In just one year WISC-TV leads substantially in all ratings. Let your PGW Colonel show you the ARB and the PULSE.



**1<sup>ST</sup> IN POPULARITY**

Television viewers in WISC-TV-LAND in just one year have developed the habit of tuning to WISC-TV most and more often.



**1<sup>ST</sup> IN PROGRAMMING**

Our first year of history with CBS, regional and local programs has definitely established WISC-TV's leadership in entertainment, news, information and public service.



Represented Nationally by  
**PETERS, GRIFFIN,  
WOODWARD, Inc.**





# 10. What's the Daylight Saving Time picture?

How the top 100 metropolitan markets are affected by Daylight Saving Time changes

Pop. rank	Winter time	Summer time	MARKET	Hours behind EDST	Pop. rank	Winter time	Summer time	MARKET	Hours behind EDST
48	EST	EDST	Akron	0	25	EST	EST	Miami	1
40	EST	EDST	Albany-Schenectady-Troy	0	17	CST	CDST	Milwaukee	1
49	EST	EDST	Allentown-Bethlehem-Easton	0	13	CST	CDST	Minneapolis-St. Paul	1
23	EST	EST	Atlanta	1	80	CST	CST	Mobile	2
83	EST	EST	Augusta	1	64	CST	CST	Nashville	2
85	PST	PDST	Bakersfield	3	33	EST	EDST	New Haven-Waterbury	0
12	EST	EDST	Baltimore	0	20	CST	CST	New Orleans	2
31	CST	CST	Birmingham	2	1	EST	EDST	New York-N. E. New Jersey	0
6	EST	EDST	Boston	0	41	EST	EST	Norfolk-Portsmouth	1
34	EST	EDST	Bridgeport-Stanford-Norwalk	0	56	CST	CST	Oklahoma City	2
61	CST	CST	Brownsville-Harlingen-McAllen	2	54	CST	CST	Omaha	2
14	EST	EDST	Buffalo	0	79	CST	CDST	Peoria	1
69	EST	EST	Canton	1	4	EST	EDST	Philadelphia	0
66	EST	EDST	Charleston	0	46	MST	MST	Phoenix	3
100	EST	EST	Charlotte	1	8	EST	EDST	Pittsburgh	0
81	EST	EST	Chattanooga	1	22	PST	PST	Portland, Ore.	4
2	CST	CDST	Chicago	1	76	EST	EDST	Poughkeepsie-Newburgh	0
16	EST	EST	Cincinnati	1	27	EST	EDST	Providence-Pawtucket	0
11	EST	EDST	Cleveland	0	87	EST	EDST	Reading	0
35	EST	EST	Columbus	1	60	EST	EST	Richmond	1
98	CST	CST	Corpus Christi	2	43	EST	EDST	Rochester	0
21	CST	CST	Dallas	2	57	PST	PDST	Sacramento	3
91	CST	CST	Davenport-Rock Island-Moline	2	73	MST	MST	Salt Lake City	3
44	EST	EST	Dayton	1	36	CST	CST	San Antonio	2
26	MST	MST	Denver	3	32	PST	PDST	San Bernardino-Riverside-Ontario	3
93	CST	CST	Des Moines	2	19	PST	PDST	San Diego	3
5	EST	EST	Detroit	1	7	PST	PDST	San Francisco-Oakland	3
82	CST	CDST	Duluth-Superior	1	50	PST	PDST	San Jose	3
84	MST	MST	El Paso	3	90	EST	EDST	Scranton	0
97	EST	EDST	Erie	0	24	PST	PST	Seattle	4
53	EST	EDST	Fall River-New Bedford	0	92	CST	CST	Shreveport	2
65	EST	EST	Flint	1	96	CST	CDST	South Bend	1
45	CST	CST	Fort Worth	2	88	PST	PST	Spokane	4
68	PST	PDST	Fresno	3	47	EST	EDST	Springfield-Holyoke	0
67	EST	EST	Grand Rapids	1	9	CST	CDST	St. Louis	1
72	EST	EDST	Harrisburg	0	99	PST	PDST	Stockton	3
29	EST	EDST	Hartford-New Britain	0	59	EST	EDST	Syracuse	0
52	HST	HST	Honolulu	6	74	PST	PST	Tacoma	4
15	CST	CST	Houston	2	39	EST	EST	Tampa-St. Petersburg	1
86	EST	EST	Huntington-Ashland	1	51	EST	EST	Toledo	1
30	CST	CDST	Indianapolis	1	89	EST	EDST	Trenton	0
55	EST	EST	Jacksonville	1	75	CST	CST	Tulsa	2
78	EST	EDST	Johnstown	0	77	EST	EDST	Utica-Rome	0
18	CST	CST	Kansas City	2	10	EST	EDST	Washington	0
62	EST	EST	Knoxville	1	63	EST	EDST	Wheeling-Steubenville	0
94	EST	EDST	Lancaster	0	70	CST	CST	Wichita	2
95	CST	CST	Little Rock-North Little Rock	2	58	EST	EDST	Wilkes-Barre-Hazleton	0
3	PST	PDST	Los Angeles-Long Beach	3	71	EST	EDST	Wilmington	0
28	CST	CDST	Louisville	1	37	EST	EDST	Worcester	0
42	CST	CST	Memphis	2	38	EST	EDST	Youngstown	0

SOURCE: NBC Spot Sales. \* as estimated by "Sales Management"



operation **facelift**

has made **WHTN-TV**

the **SELLibrated**

Portsmouth  
Ohio

station of the

Ironton

**Golden Valley**

Ashland

(Central Ohio Valley)

Huntington  
West Virginia

Charleston  
West Virginia

■ **FULL COVERAGE** . . . . . of the 23rd Television Market

■ **FULL POWER** . . . . . 316,000 watts to put a Grade A signal over the entire Golden (Central Ohio) Valley

■ **NEW SALES** . . . . . for a product-hungry market that last year accounted for

- \$138,000,000 in Food
- \$ 25,200,000 in Drugs
- \$ 46,000,000 in Apparel
- \$ 89,000,000 in Automotive
- \$ 26,125,000 in Gas Stations
- \$110,000,000 in General Merchandise

■ **NEW TOWER** . . . . . that rises 1000 feet above average terrain, for finest viewing

**BUT THE AVERAGE CPM IS STILL THE LOWEST!** No wonder it's the SELLibrated Station of the Golden Valley

**WHTN-TV**

CHANNEL 13

ABC Affiliate

316,000 Watts

Huntington, W. Va.

**A  
COWLES STATION**

ROBERT R. TINCHER, GENERAL MANAGER  
Represented by  
Edward Petry & Co., Inc.



# 11. How does audience composition vary by time zones?

## Eastern time zone

*Sunday through Saturday nighttime*

Time period (local zone time)	Sets-in-use	Men	Women	Children	Viewers-per-set
7-11 p.m. average	58.6%	35%	44%	21%	2.4
7-8 p.m.	52.1	30	37	33	2.5
8-10	68.4	34	45	21	2.5
10-11	55.3	39	50	11	2.1

*Saturday and Sunday afternoon and evening*

Noon-6 p.m.	21.6%	32%	34%	34%	2.5
7-11 p.m.	64.4	35	43	22	2.6

*Monday through Friday daytime*

7-9 a.m.	13.3%	14%	44%	42%	2.5
9-11	15.0	9	43	48	1.5
11-1 p.m.	20.2	11	55	34	1.7
1-3	13.5	13	64	23	1.6
3-5	21.2	12	51	37	1.8
5-7	35.6	21	26	53	2.3

## Central time zone

*Sunday through Saturday nighttime*

Time period (local zone time)	Sets-in-use	Men	Women	Children	Viewers-per-set
7-11 p.m. average	49.3%	33%	41%	26%	2.6
7-8 p.m.	59.6	30	36	34	2.9
8-10	58.0	34	42	24	2.6
10-11	30.2	41	49	10	2.1

*Saturday and Sunday afternoon and evening*

Noon-6 p.m.	19.4%	31%	29%	40%	2.7
7-11 p.m.	53.4	35	41	24	2.8

*Monday through Friday daytime*

7-9 a.m.	13.9%	16%	31%	53%	2.1
9-11	14.1	10	52	38	1.8
11-1 p.m.	16.3	16	48	36	1.9
1-3	15.3	14	62	24	1.6
3-5	20.0	11	40	49	2.1
5-7	37.7	23	27	50	2.5

## Pacific time zone

*Sunday through Saturday nighttime*

Time period (local zone time)	Sets-in-use	Men	Women	Children	Viewers-per-set
7-11 p.m. average	55.7%	38%	45%	17%	2.3
7-8 p.m.	62.8	36	40	24	2.5
8-10	63.5	38	46	16	2.3
10-11	40.9	43	51	6	2.0

*Saturday and Sunday afternoon and evening*

Noon-6 p.m.	17.5%	34%	38%	28%	2.4
7-11 p.m.	56.8	39	45	16	2.5

*Monday through Friday daytime*

7-9 a.m.	6.0%	21%	43%	36%	1.9
9-11	10.5	13	57	30	1.5
11-1 p.m.	15.0	17	58	25	1.6
1-3	12.0	19	66	15	1.6
3-5	12.4	18	43	39	2.0
5-7	41.1	25	31	44	2.3

Source: ARB, March 1957.



## IV. NETWORK PROGRAMING TRENDS

### 1. What types of shows do audiences spend most of their time with?

Percent of all viewing time average home spends watching network show types

	GENERAL DRAMA		GENERAL VARIETY		SITUATION COMEDY	QUIZ and AUD PART	MUSIC	MYSTERY DRAMA	INFORMATION	MISC.
	30 min.	60-90 min	30 min.	60-90 min						
Winter 1954-55	10%	11%	7%	13%	20%	11%	8%	6%	6%	8%
Winter 1955-56	17%	13%	6%	12%	16%	11%	7%	5%	5%	8%
Winter 1956-57	19%	16%	4%	15%	15%	11%	6%	6%	2%	6%

Figures are from Nielsen Tv Index, cover sponsored shows at night, result from two factors: (1) total number of hours for each type of programing on the air, (2) total amount of time spent by average home in viewing each type

of show. Note that 30-minute general drama category has replaced situation comedy as type getting most attention. When all lengths of general drama are added together, the lead over the situation comedy show is especially marked

### 2. What are the average ratings for various types of shows?

Millions of homes watching various program types

Program type	EVENING												All evening programs	
	General drama		Suspense drama	Situation comedy	Western drama	Adventure	Variety		Quiz & Aud. Part.	Other programs				
Program length	30	60	30	30	30	30	30	60	30	30	15	30	60	90
Total audience avg.	26.7	27.3	26.1	29.2	29.6	24.2	28.0	29.7	25.5	20.9	12.5	26.3	28.6	19.7
Average audience avg.	24.8	22.3	24.3	27.0	27.1	22.0	25.8	23.5	23.4	18.8	12.2	24.2	23.0	13.8

Program type	CHILDREN'S DAYTIME	
	1-a-week	Multi-weekly
Program length	30	15
Total audience avg.	19.1	16.5
Average audience avg.	16.7	15.9

ADULT MON.-FRI. DAYTIME		
Serials	Other programs	
15	15	30
10.1	10.0	11.0
9.8	9.6	9.3

Ratings are from the Nielsen Television Index, cover the families reached during two weeks ending 26 January 1957. Note bigger spread between total and average audience

for 60-minute shows than for the shorter show types. Note also that average audience data for the various show types do not differ much except for breakdown by length of show.





NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.



The average audience rating of each  
of the other two networks decreased





## NETWORK PROGRAMING TRENDS

### 3. What has been the trend in network show lengths?

**Figures** cover sponsored shows, are from Nielsen Television Index. Most obvious increase is in longer shows. Half hours now account for only about 54% of all sponsored programing on network tv at night, the figures show

Nighttime tv net programing, hrs. per month by program duration

TYPE	SPRING 1955	SPRING 1956	SPRING 1957
15-min. programs	24	16	20
30-min. programs	169	174	154
60-min. programs	64	74	94
90-min. programs	4	12	18
Total hours	261	276	286

Nighttime net tv programing hours per month by sponsorship type

TYPE	SPRING 1955	SPRING 1956	SPRING 1957
Full	180	160	164
Alternating	64	91	85
Part'pating	17	25	37
Total hours	261	276	286

### 4. What has been the trend in alternate sponsorship?

**Data** from Nielsen Television Index show that alternate sponsorship, despite a common belief to the contrary, is not increasing, but participations are

### 5. What were the top-rated shows this past season?

**Shows**, listed alphabetically, made A. C. Nielsen Top Ten list between November 1956 and January 1957

#### Nielsen Top Tens

Alfred Hitchcock Presents	Ford Star Jubilee	Pro-Football Champ. Game
Arthur Godfrey Scouts	G. E. Theatre	Producer's Showcase
Cavalcade of Sports	Hoover Speech	Rose Bowl Football Game
Chevy Show	I Love Lucy	Saturday Color Carnival
Climax	I've Got a Secret	Shower of Stars
December Bride	Jack Benny Show	\$64,000 Question
Disneyland	Jackie Gleason Show	Steve Allen Show
Ed Sullivan Show	Perry Como Show	
Election Returns	Private Secretary	



# WGR-TV SELLS ..... BUFFALO!

DRINK  
?

...AND

WE CAN

PROVE IT!

... just ask any national advertiser

using **WGR-TV** today!

## ABC AFFILIATE ...

CHANNEL 2  
Buffalo, New York

## RATINGS ...

We've got plenty  
of 'em — check Pulse  
or ARB.

## CONTACT ...

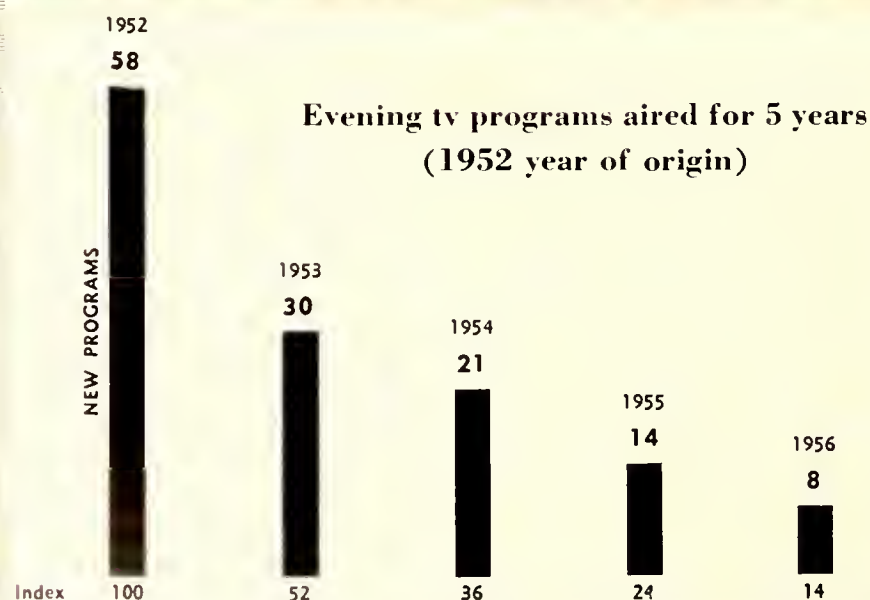
PETERS,  
GRIFFIN, WOODWARD,  
INC.  
right now. Thanks



## 6. How do summer replacements affect show ratings?

**Shows** at right were the top 25 according to ARB ratings in December 1955. Where summer rating is shown with an asterisk (\*), it means show is summer replacement. All other shows either continued through the summer or had reruns. The average audience figures clearly show that viewing levels suffer with replacements. The actual audience drop for replacements came to 50%. The drop for show which continued or had summer reruns on the air was 22%

Shows	Dec. '55 Rating	Dec. '55 Homes Reached (000)	July '56 Rating	July '56 Homes Reached (000)
\$64,000 Question	61.4	43,750	48.6	39,780
Ed Sullivan	50.7	49,200	42.3	38,530
I Love Lucy	46.6	37,940	20.3*	16,690
You Bet Your Life	42.1	32,260	31.3	22,130
Disneyland	41.8	37,940	21.9	19,455
Jack Benny-Private Secretary	41.3	37,480	20.2	16,680
George Gobel	37.0	29,660	7.6*	5,580
I've Got A Secret	36.0	27,810	32.9	27,560
Perry Como	34.2	29,245	21.6*	17,855
Godfrey's Talent Scouts	34.1	22,500	25.6	19,910
Climax	33.8	24,815	28.6	21,260
Dragnet	33.8	26,490	27.8	21,060
Your Hit Parade	33.8	26,590	15.8*	12,140
December Bride	33.6	25,910	17.6*	14,540
What's My Line	32.9	21,940	35.1	25,950
Honeymooners-Jackie Gleason	32.4	30,220	29.1	25,880
Person To Person	32.2	14,530	14.4*	7,480
Fireside Theatre	31.9	21,880	13.8*	10,420
Red Skelton	31.9	22,540	20.6*	14,280
The Millionaire	31.3	25,540	23.7	20,020
Robin Hood	31.2	24,640	19.6	14,480
Lux Video Theatre	30.6	19,945	29.1	17,085
Four Star Playhouse	30.3	18,770	24.9	17,980
Life of Riley	30.1	19,580	19.7	11,950
Line Up	30.1	20,860	20.6*	14,670
Average for shows not replaced in summer		28,930		22,482
Average for shows replaced in summer		25,462		12,628



## 7. What are the chances of a network tv show lasting five years?

**Mortality** rate of 58 programs which made their debut in 1952 is charted year by year. Index figures refer to percent of shows remaining on the air. Thus, in 1956 only 14% of the original number (eight shows in all) were still on the air. Source: Nielsen Tv Index



## 8. To what extent have network line-ups increased?

The shows chosen at right to illustrate the trend in network tv lineups were among the top 25 according to December 1955 ARB ratings which were also on the air the following December. As the figures show, there was a general trend toward increased lineups with only three programs keeping the same-size lineup and one show (indicated by an asterisk) reducing its lineup. There is no particular pattern to the increases, however, since different advertisers have different requirements

Program	No. of stations in lineup		No. of stations added
	Dec. 1955	Dec. 1956	
\$64,000 Question	157	177	20
Ed Sullivan	148	176	28
I Love Lucy	151	157	6
You Bet Your Life	149	149	0
Disneyland	175	138	37*
Jack Benny	155	161	9
George Gobel	153	173	25
I've Got A Secret	162	181	19
Perry Como	92	136	44
Godfrey's Talent Scouts	100	170	70
Climax	131	168	37
Dragnet	170	170	0
Your Hit Parade	154	164	10
December Bride	178	178	0
What's My Line	84	96	12
Honeymooners Jackie Gleason	157	165	8
Person to Person	84	102	18
Red Skelton	78	91	13
The Millionaire	124	181	57
Robin Hood	121	159	38
Life of Riley	116	118	2
Line Up	148	173	30

## Nighttime net shows cancelled and added, Fall of '54-Spring '57

Programs in Use—Fall, 1954	132
Cancelled by March, 1955	—14
Added by March, 1955	+21
Programs in Use—March, 1955	139
Cancelled by Fall, 1955	—43
Added by Fall, 1955	+39
Programs in Use—Fall, 1955	135
Cancelled by March, 1956	—4
Added by March, 1956	+5
Programs in Use—March, 1956	136
Cancelled by Fall, 1956	—44
Added in Fall, 1956	+37
Programs in Use—Fall, 1956	129
Cancelled by March, 1957	—6
Added by March, 1957	+9
Programs in Use—March, 1957	132

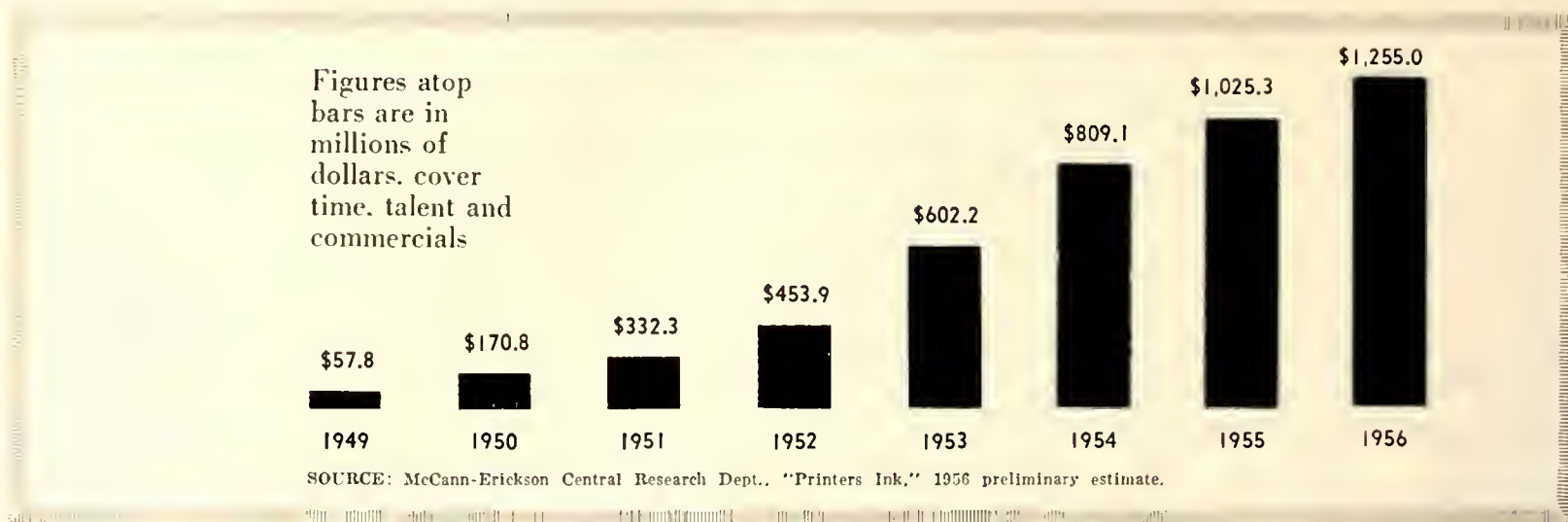
## 9. What has been the recent record of show fatalities?

The heavy roster of show cancellations is charted at right in data gathered by RKO Tv from Nielsen files. Some of the changes during the fall of 1954 and the fall of 1955 are accounted for by the cessation of DuMont network operations, though a large percentage of DuMont programs were transferred to other networks. RKO points out

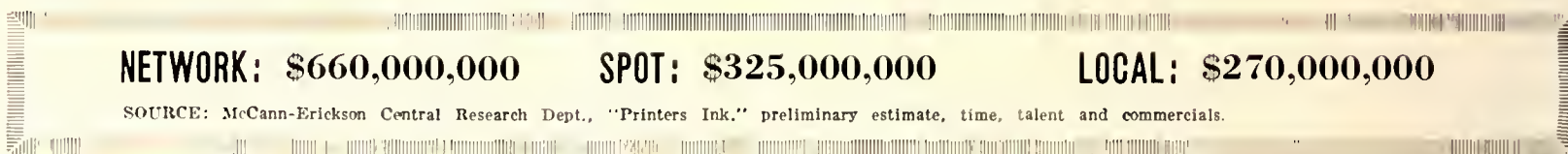


## V. TELEVISION SPENDING, COSTS

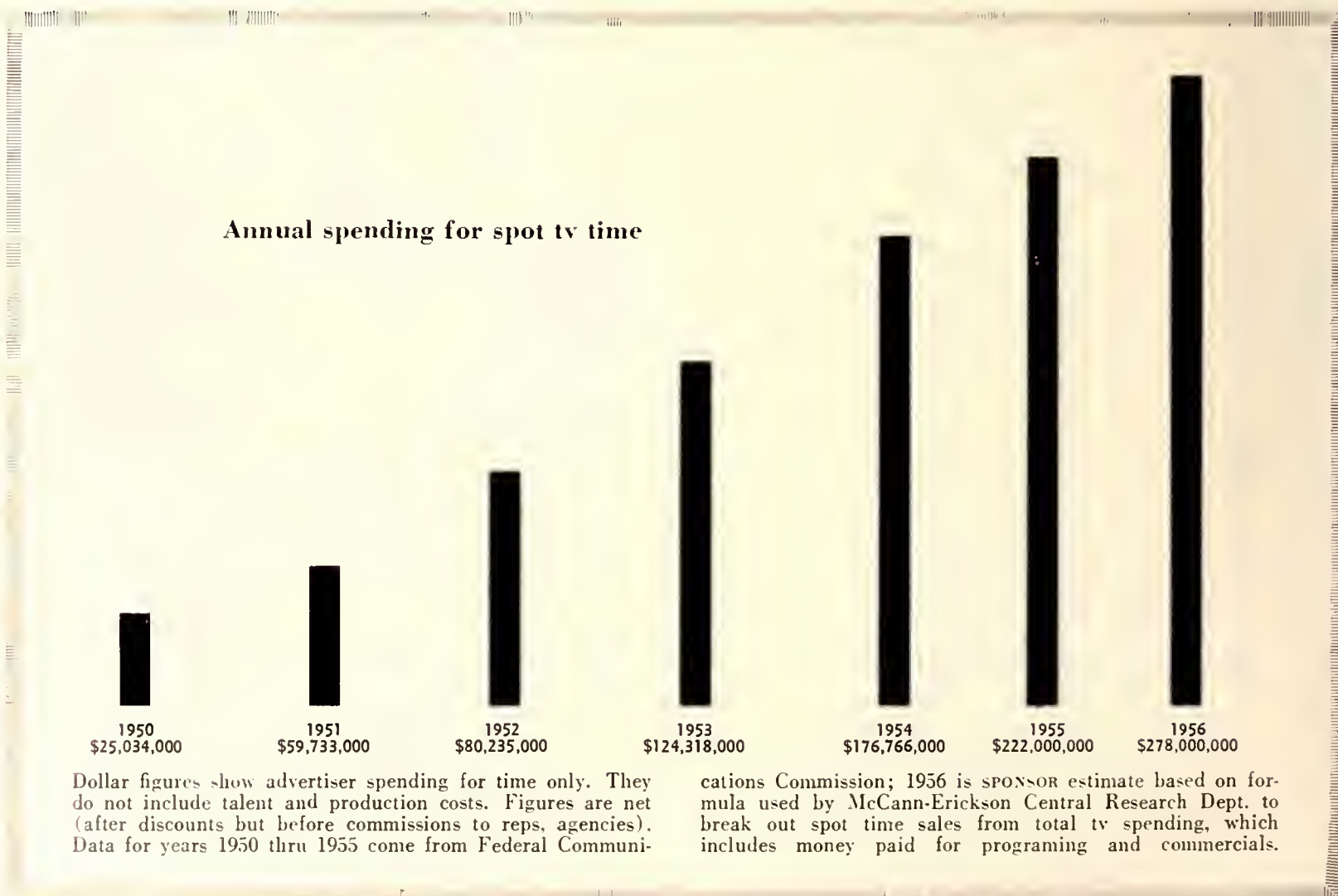
### 1. How much have advertisers spent in tv (1949-56) ?



### 2. Where did 1956's tv advertiser dollars go?



### 3. What's been the growth in spot tv spending?





883,700 PROSPECTIVE CUSTOMERS ARE  
**Slipping Through Your Fingers...**



**If You're**

**MISSING THE BIG  
ST. JOSEPH MARKET**

37 County coverage area in  
one of Nation's Leading Markets



**NOW TELECASTING  
ON FULL POWER  
100,000 WATTS**

**CHANNEL 2 — CBS — ABC — NTA**

**KFEQ-TV**

**ST. JOSEPH, MISSOURI  
A KENYON BROWN STATION**



*Blair Television Associates, Rep.*



## TELEVISION SPENDING, COSTS

### 4. How much money has been invested in network tv time (gross) ?

NETWORK	1952	1953	1954	1955	1956	JAN.-APR. 1956	JAN.-APR. 1957
<b>ABC</b>	\$18,353,003	\$21,110,680	\$ 34,713,098	\$ 51,393,434	\$ 76,726,129	\$25,722,106	\$26,407,344
<b>CBS</b>	\$69,058,548	\$97,466,809	\$146,222,660	\$189,018,121	\$223,520,382	\$70,288,002	\$78,097,833
<b>DTN</b>	\$10,140,656	\$12,374,360	\$ 13,143,919	\$ 3,102,708	—	—	—
<b>NBC</b>	\$83,242,573	\$96,633,807	\$126,074,597	\$163,384,796	\$187,921,123	\$59,632,400	\$63,241,934

#### YEARLY TOTALS

<b>1951</b>	\$127,989,713	<b>1953</b>	\$227,585,656	<b>1955</b>	\$406,899,059	<b>Jan-Apr 1956</b>	\$155,642,508
<b>1952</b>	\$180,794,780	<b>1954</b>	\$320,130,910	<b>1956</b>	\$488,167,634	<b>Jan-Apr 1957</b>	\$167,747,111

SOURCE: PIB, DTN ceased network operations Sept. 1955.

### 5. How do night and day web tv gross time billings break down?

Jan.-Dec. 1956			
	Weekday daytime	Weekend daytime	Evening
ABC	\$ 15,676,458	\$ 1,372,276	\$ 59,677,395
CBS	73,302,473	10,967,912	139,249,997
DTN	—	—	—
NBC	39,837,644	13,636,929	134,446,550
<b>Total</b>	<b>\$128,816,575</b>	<b>\$25,977,117</b>	<b>\$333,373,942</b>

Jan.-Dec. 1955			
	Weekday daytime	Weekend daytime	Evening
ABC	\$ 3,723,365	\$ 2,388,984	\$ 45,281,085
CBS	66,174,871	9,213,386	113,629,864
DTN	227,560	27,937	2,847,211
NBC	35,902,841	9,481,361	118,000,594
<b>Total</b>	<b>\$106,028,637</b>	<b>\$21,111,668</b>	<b>\$279,758,754</b>

Jan.-Apr. 1957			
	Weekday daytime	Weekend daytime	Evening
ABC	\$ 2,916,372	\$ 624,599	\$ 22,866,373
CBS	25,429,769	3,284,197	49,383,867
NBC	14,504,346	4,028,710	44,708,878
<b>Total</b>	<b>\$42,850,487</b>	<b>\$7,937,506</b>	<b>\$116,959,118</b>

Jan.-Apr. 1956			
	Weekday daytime	Weekend daytime	Evening
ABC	\$ 5,668,282	\$ 534,027	\$ 19,519,797
CBS	23,584,053	2,861,702	43,842,247
NBC	12,443,277	4,795,280	42,393,843
<b>Total</b>	<b>\$41,695,612</b>	<b>\$8,191,009</b>	<b>\$105,755,887</b>

SOURCE: PIB, DTN ceased network operations Sept. 1955.



Looking for a TV Basic Fact?

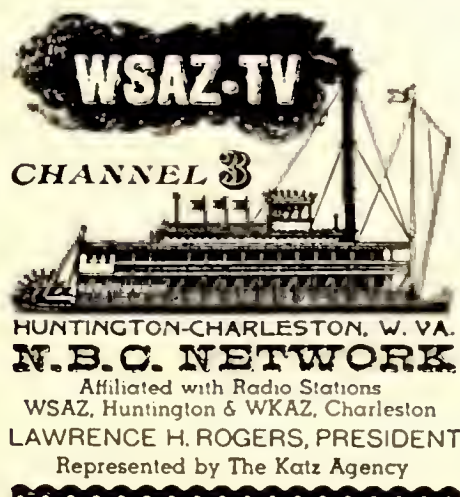
# WSAZ-TV DELIVERS 1000 HOMES FOR \$1.30

Station B Has an 84% higher CPM homes

Station C Has a 317% higher CPM homes

AND . . . WSAZ-TV delivers 31% more total  
homes than the other stations combined!

Figures above based on a 260 time-20 second frequency rate,  
7:30 PM to 10:30 PM . . . . EVERY DAY OF THE  
WEEK! Source JUNE 1957 ARB BASED ON 110  
COUNTIES SERVED BY Huntington and Charleston  
Television.





## 6. What industries invest most heavily in network tv?

INDUSTRY	1951	1952	1953	1954	1955	1956
Food	\$25,839,983	\$33,806,938	\$42,181,919	\$64,495,785	\$79,988,578	\$89,054,700
Toiletries	16,455,364	24,803,774	36,338,809	49,962,588	74,175,005	85,571,670
Autos, Accessories	11,050,501	15,464,800	21,059,028	29,203,750	47,059,360	56,729,835
Soaps, cleansers, polishes	11,037,695	21,004,194	22,908,419	34,606,678	45,967,555	60,559,298
Smoking materials	17,993,090	28,430,197	36,060,199	42,727,939	42,121,762	40,746,531
Household equipment, supplies	8,528,403	11,460,099	19,946,095	25,994,871	31,548,849	34,526,366
Drugs, remedies	2,799,894	6,102,734	9,640,633	15,848,666	23,280,306	39,428,048

SOURCE: PIB, Gross time costs, ranked by 1955 spending.

## 7. Who are the top 10 spenders in network tv (1951-56)?

1951	1952	1953	1954	1955	1956
P&G	P&G	P&G	P&G	P&G	P&G
General Foods	Colgate	Colgate	Colgate	Colgate	Colgate
R. J. Reynolds	R. J. Reynolds	R. J. Reynolds	R. J. Reynolds	Chrysler	General Motors
Colgate	General Foods	General Motors	Gillette	Gillette	Chrysler
Liggett & Myers	Lever	American Tob.	General Motors	General Motors	Amer. Home Prod.
P. Lorillard	American Tob.	Gillette	General Foods	General Foods	General Foods
Ford	Liggett & Myers	General Foods	American Tob.	R. J. Reynolds	Gillette
American Tob.	General Motors	Liggett & Myers	Chrysler	American Tob.	R. J. Reynolds
Lever	General Mills	Lever Bros.	General Mills	General Mills	Lever
Kellogg	P. Lorillard	General Mills	Lever	Lever	Ford

SOURCE: PIB, ranked according to gross time billings.

## 8. How many advertisers have invested in spot tv?

1949	1950	1951	1952	1953	1954	1955	1956
530	970	1,540	1,632	2,009	2,789	3,355	4,399

SOURCE: TVB, N. C. Rorabaugh Co.

## 9. How is total tv spending divided between networks and stations?

52% Networks

48% Stations

SOURCE: McCann-Erickson Central Research Department, 1956 tv revenue before station share of network revenue.



You may be a "flop" at the Charity Ball, but...



ARB proves  
you're "solid"  
when you pick  
**WKZO-TV**  
in **KALAMAZOO-  
GRAND RAPIDS**

The March 1957 ARB Report shows  
that WKZO-TV is first in 327  
out of 416 quarter hours—or 78.6% of  
*the time!* Ask Avery-Knodel  
for ALL the comparisons!

**AMERICAN RESEARCH BUREAU  
MARCH 1957 REPORT  
GRAND RAPIDS-KALAMAZOO**

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: Survey based on sampling in the following proportions —  
Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon  
(19.8%), Battle Creek (18.5%).



*The Felzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD RADIO — PEORIA, ILLINOIS

**WKZO-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
for Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



# 0. Where does spot tv money come from?

Spot tv spending by 31 industries during 1956 and first quarter of 1957

Product category	Spending estimate 1st quarter '56	Spending estimate 2nd quarter '56	Spending estimate 3rd quarter '56	Spending estimate 4th quarter '56	Spending estimate 1st quarter '57
Agriculture	\$310,000	\$327,000	\$278,000	\$310,000	\$410,000
Ale, beer & wine	\$8,323,000	\$9,009,000	\$8,463,000	\$8,442,000	\$8,514,000
Amusements, entertainment	\$157,000	\$139,000	\$174,000	\$90,000	\$119,000
Automotive	\$3,280,000	\$3,556,000	\$1,827,000	\$4,249,000	\$2,293,000
Building material, fixtures, paints	\$805,000	\$1,175,000	\$791,000	\$651,000	\$450,000
Clothing & accessories	\$1,793,000	\$2,221,000	\$1,861,000	\$2,813,000	\$2,170,000
Confections & soft drinks	\$4,673,000	\$5,322,000	\$4,620,000	\$6,961,000	\$7,234,000
Consumer services	\$2,952,000	\$3,126,000	\$2,494,000	\$3,973,000	\$3,177,000
Cosmetics & toiletries	\$7,442,000	\$9,541,000	\$8,950,000	\$8,307,000	\$10,660,000
Dental products	\$4,253,000	\$4,442,000	\$2,742,000	\$1,765,000	\$1,536,000
Drug products	\$10,726,000	\$6,468,000	\$5,295,000	\$9,537,000	\$12,981,000
Food & grocery products	\$28,461,000	\$28,381,000	\$21,775,000	\$28,998,000	\$32,860,000
Garden supplies & equipment	\$134,000	\$187,000	\$38,000	\$54,000	\$190,000
Gasoline & lubricants	\$3,123,000	\$4,206,000	\$3,908,000	\$4,793,000	\$5,422,000
Hotels, resorts, restaurants	\$48,000	\$99,000	\$73,000	\$70,000	\$87,000
Household cleaners, polishes, waxes	\$1,579,000	\$2,301,000	\$592,000	\$2,391,000	\$2,808,000
Household appliances	\$1,505,000	\$2,430,000	\$1,446,000	\$2,354,000	\$1,472,000
Household furnishings	\$768,000	\$958,000	\$898,000	\$1,182,000	\$1,380,000
Household laundry products	\$4,747,000	\$5,242,000	\$3,284,000	\$3,013,000	\$3,732,000
Household paper products	\$1,108,000	\$1,502,000	\$1,016,000	\$1,703,000	\$1,618,000
Household, general	\$975,000	\$1,092,000	\$511,000	\$497,000	\$592,000
Notions	\$80,000	\$98,000	\$162,000	\$116,000	\$30,000
Pet products	\$986,000	\$1,174,000	\$849,000	\$1,649,000	\$1,679,000
Publications	\$564,000	\$183,000	\$484,000	\$135,000	\$553,000
Sporting goods, bicycles, toys	\$98,000	\$102,000	\$79,000	\$1,161,000	\$115,000
Stationery, office equipment	\$73,000	\$54,000	\$23,000	\$89,000	\$131,000
Tv, radio, phono.. musical instruments	\$626,000	\$554,000	\$348,000	\$832,000	\$423,000
Tobacco products & supplies	\$7,081,000	\$7,371,000	\$7,823,000	\$8,115,000	\$10,331,000
Transportation & travel	\$665,000	\$898,000	\$542,000	\$761,000	\$884,000
Watches, jewelry, cameras	\$1,834,000	\$1,982,000	\$1,637,000	\$1,613,000	\$1,249,000
Miscellaneous	\$1,040,000	\$1,444,000	\$881,000	\$1,218,000	\$1,835,000
<b>TOTAL</b>	<b>\$100,209,000</b>	<b>\$105,584,000</b>	<b>\$83,863,000</b>	<b>\$107,842,000</b>	<b>\$116,935,000</b>

SOURCE TvB





.....there's more than one

# **\*BIG PAYOFF**

in

## **daytime television**

on

## **KCMC-TV**

Look at the amazing increase in daytime viewing, as measured in three consecutive Area Telepulse surveys . . .

AVERAGE ¼ HR. SETS-IN-USE—SIGN-ON TO 6 P.M.

SEPT. 1955	FEB. 1956	FEB. 1957
<b>15.7%</b>	<b>21.2%</b>	<b>33.5%</b>
26 COUNTIES	26 COUNTIES	29 COUNTIES

\*Colgate-Palmolive presents "The Big Payoff" on KCMC-TV and CBS Television Monday through Friday, 1-1:30 P.M. CST.

...and, in the same 1957 survey, KCMC-TV registers 73% total weekly share of audience throughout its 100-microvolt area!

**POWER --- PROGRAMMING --- PROMOTION**



# **KCMC-TV**



WALTER M. WINDSÖR  
General Manager

**CHANNEL 6 / 100,000 WATTS**  
**TEXARKANA, TEXAS-ARKANSAS**

RICHARD M. PETERS  
Commercial Manager

*Represented by Venard, Rintoul & McConnell*



## 11. How is spot tv money spent?

**Announcements** are the biggest source of spot tv money, according to these figures, released by TvB from data collected by N. C. Rorabaugh Co. The dollar figures cover time only, not programing costs, and are on the basis of gross (one-time) rates.

### HOW SPOT TV SPENDING IN 1956 BREAKS DOWN BY TIME OF DAY AND TYPE OF BUY

DAY	\$135,339,000	34.0%
NIGHT	\$222,517,000	56.0%
LATE NIGHT	\$39,642,000	10.0%
TOTAL	\$397,498,000	100.0%

ANNOUNCEMENTS	\$176,429,000	44.4%
ID's	\$46,806,000	11.8%
PARTICIPATIONS	\$90,541,000	22.8%
SHOWS	\$83,722,000	21.1%
TOTAL	\$397,498,000	100.0%

## 12. How do network tv billings hold up in summer?

### Monthly gross time billings by network, 1956

MONTH	ABC	CBS	NBC	TOTAL
January	\$6,382,046	\$17,820,455	\$14,695,116	\$38,897,617
February	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,834,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	<b>5,532,030</b>	<b>18,481,719</b>	<b>13,733,765</b>	<b>37,747,514</b>
August	<b>6,842,292</b>	<b>19,430,748</b>	<b>16,323,549</b>	<b>42,596,589</b>
September	5,673,910	18,399,872	14,932,295	39,006,077
October	6,878,183	20,446,755	18,142,005	45,466,943
November	6,619,109	19,866,463	17,593,056	44,078,628
December	6,699,450	20,395,400	17,666,721	44,761,571
Total	\$76,726,129	\$223,520,382	\$187,921,123	\$488,167,634

SOURCE: PIB. August spending reflects political conventions.

## 13. Who were the top tv agencies last year?

### Top 50 tv agencies in 1956

Rank	Agency	Billings (000)	Rank	Agency	Billings (000)	Rank	Agency	Billings (000)
1	Y&R	\$74,000	18	C&W	\$13,500	35	Ludgin	\$6,700
2	BBDO	70,000	19	Maxon	13,400	36	Gardner	6,200
3	McCann-E.	66,400	20	Campbell-Ewald	13,000	37	Wasey	6,000
4	JWT	60,000	21	Campbell-Mithun	12,000	38	F&S&R	5,500
5	B&B	51,000	22	Grant	11,000	38	McM-J&A	5,500
6	Ted Bates	49,000	22	R&R	11,000	38	Russel Seeds	5,500
7	Leo Burnett	39,900	24	D'Arcy	10,500	41	Geyer	5,000*
8	Wm. Esty	34,000	25	Kudner	10,000	41	Warwick & Legler	5,000
9	K&E†	31,100	26	Houston	9,500	41	Mogul	5,000
10	Compton	29,300	26	Kletter	9,500	41	Weiss & Geller	5,000
11	D-F-S	27,000	26	Needham, L&B	9,500	45	Spector	4,600
12	FC&B	25,500	26	North	9,500	46	Cohen	4,300
13	Ayer	25,000	30	Grey	8,800	46	DCSS	4,300
14	SSCB	20,100	31	Wade	8,500	46	Richards	4,300
15	Lennen & Newell	18,500	32	D. P. Brother	8,000	49	LaRoche	4,000
16	Biow	14,500	33	NC&K	7,000	50	Donahue & Coe	3,700
17	Tatham-Laird	13,600	34	Guild, Bascom & Bonfigli	6,800			

NOTE: Top management at above agencies compiled, released or confirmed figures, except for (\*), which is SPONSOR estimate.  
†1 October 1955 through 30 September 1956.





"Jaxie" proudly announces . .

# WFGA-TV

Jacksonville, Fla.

Becomes Basic

# NBC

# SEPT. 1st

For A Service Area of 64  
Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	\$1,785,944,000 (2)
Retail Sales	\$1,562,627,800 (2)

(1) Television Magazine, June 1957

(2) Sales Management Survey of Buying Power, 1957

**WFGA-TV • Channel 12 • VHF**

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



**FLORIDA'S COLORFUL STATION!**



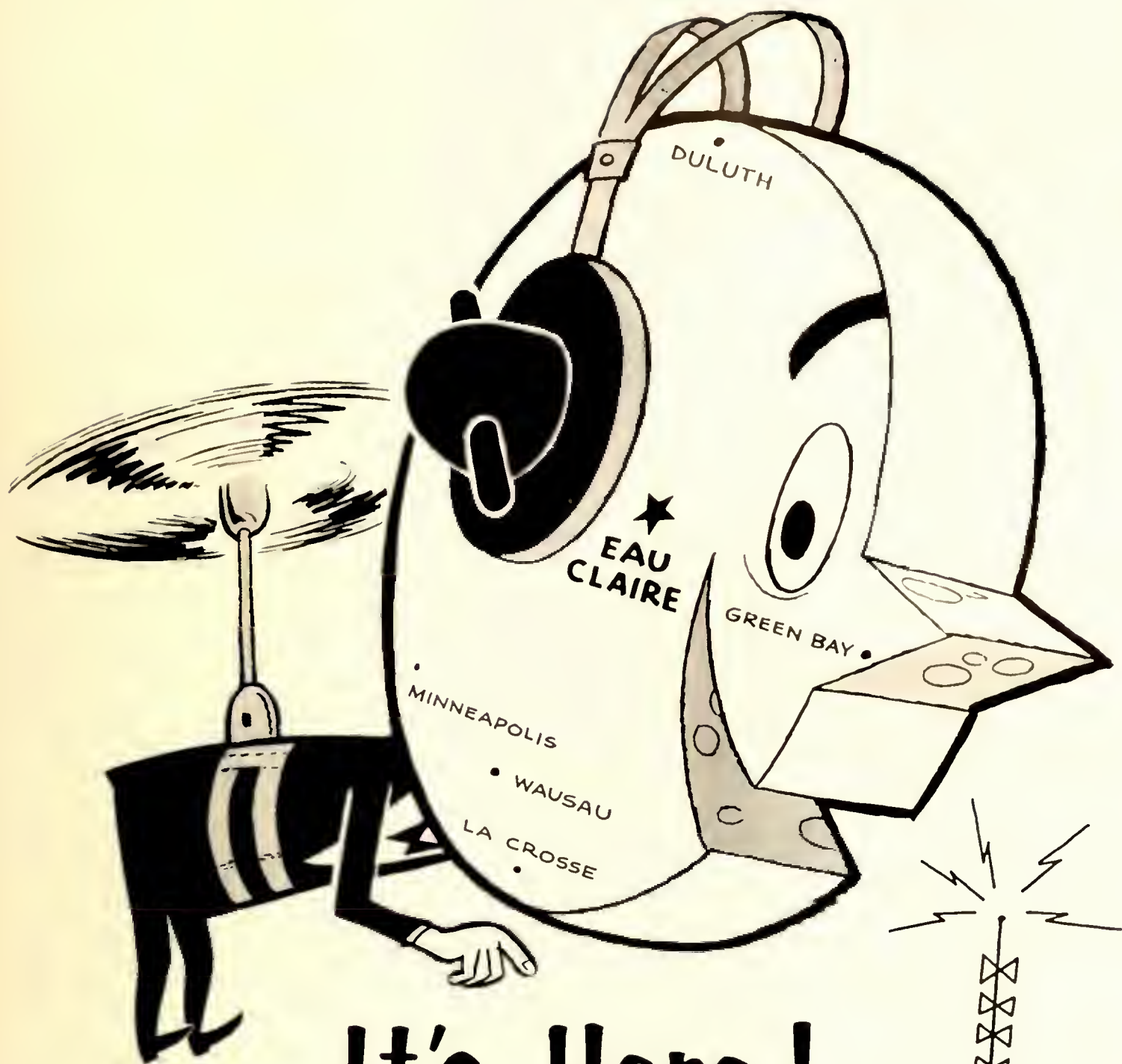
# 14. What does it cost to use I.D.'s?

Put together by TvB, the chart below on I.D. costs represents part of the findings of a special spot tv study. Costs below are based on the highest rate station in each market but special announcement packages are not included. Audiences are projected from Nielsen Audimeter homes during the 11-15 February 1957 week. All time periods listed in the fourth column are local except 11:30 p.m., which is 10:30 p.m. in the Pacific zone.

Cost-per-1,000 "sales call" data for users of spot tv I.D.'s on 13-week basis

If you spend this much money per week	You can deliver this many sales calls per week	In this many top markets	At this time of day	On these days of the week	COST-PER-1,000 SALES CALLS		
					All television Homes	Youngest Housewife Homes	Largest Family Homes
\$ 4,729	4,008,600	50	10:30 a.m.	M&F (2)	\$1.18	\$3.30	\$3.50
5,007	5,116,900	50	12:30 p.m.	M&F (2)	.98	2.88	4.07
5,292	6,539,500	50	4:30 p.m.	M&F (2)	.81	1.79	2.83
5,995	4,621,700	75	10:30 a.m.	M&F (2)	1.30	3.85	3.82
6,322	6,787,100	50	11:30 p.m.	M&F (2)	.93	3.43	2.93
6,333	6,217,300	75	12:30 p.m.	M&F (2)	1.02	2.99	4.51
6,662	7,305,900	75	4:30 p.m.	M&F (2)	.91	2.11	3.01
6,958	5,262,300	100	10:30 a.m.	M&F (2)	1.32	4.11	4.14
7,340	6,822,500	100	12:30 p.m.	M&F (2)	1.08	3.24	4.81
7,448	8,913,200	100	4:30 p.m.	M&F (2)	.87	2.34	3.23
7,905	8,347,300	75	11:30 p.m.	M&F (2)	.95	3.68	3.31
9,090	9,007,600	100	11:30 p.m.	M&F (2)	1.01	3.88	3.57
9,469	9,196,200	50	6:30 p.m.	M&F (2)	1.03	3.64	4.43
11,148	10,603,100	50	10:30 a.m.	M-F (5)	1.05	3.19	3.10
11,825	12,112,300	50	12:30 p.m.	M-F (5)	.98	2.80	3.91
12,156	10,563,800	75	6:30 p.m.	M&F (2)	1.15	4.35	5.09
12,261	15,044,000	50	4:30 p.m.	M-F (5)	.82	1.90	2.57
13,200	11,082,600	50	10:30 p.m.	M&F (2)	1.19	5.05	4.29
14,158	12,320,600	75	10:30 a.m.	M-F (5)	1.15	3.53	3.38
14,211	12,167,300	100	6:30 p.m.	M&F (2)	1.17	4.47	5.03
14,679	16,058,000	50	11:30 p.m.	M-F (5)	.91	3.14	3.01
14,978	15,327,000	75	12:30 p.m.	M-F (5)	.98	2.84	4.40
15,516	17,119,100	75	4:30 p.m.	M-F (5)	.91	2.18	2.90
15,536	16,144,400	50	8:30 p.m.	M&F (2)	.96	3.50	3.44
16,414	13,016,200	75	10:30 p.m.	M&F (2)	1.26	5.31	3.86
16,448	12,917,900	100	10:30 a.m.	M-F (5)	1.27	3.71	3.76
17,374	17,095,500	100	12:30 p.m.	M-F (5)	1.02	3.14	4.83
18,102	20,428,100	100	4:30 p.m.	M-F (5)	.89	2.38	3.01
18,408	14,336,600	100	10:30 p.m.	M&F (2)	1.28	5.52	4.54
18,439	17,897,200	75	11:30 p.m.	M-F (5)	1.03	3.45	3.25
19,110	18,750,000	75	8:30 p.m.	M&F (2)	1.02	4.03	3.46
21,258	19,595,000	100	11:30 p.m.	M-F (5)	1.08	3.76	3.57
21,500	20,384,900	100	10:30 p.m.	M&F (2)	1.05	3.97	3.71
22,458	25,089,100	50	6:30 p.m.	M-F (5)	.90	3.19	3.79
28,849	28,802,900	75	6:30 p.m.	M-F (5)	1.00	3.63	3.90
31,961	25,820,100	50	10:30 p.m.	M-F (5)	1.24	4.69	4.12
33,739	33,546,500	100	6:30 p.m.	M-F (5)	1.01	3.91	4.11
37,788	35,692,300	50	8:30 p.m.	M-F (5)	1.06	3.84	3.91
39,606	30,913,400	75	10:30 p.m.	M-F (5)	1.28	5.08	4.41
44,352	33,974,900	100	10:30 p.m.	M-F (5)	1.31	5.20	4.47
46,348	42,915,600	75	8:30 p.m.	M-F (5)	1.08	4.08	3.82
52,039	48,610,200	100	8:30 p.m.	M-F (5)	1.07	4.33	4.07





# It's Here!

with an extra BONUS for YOU. Our new maximum power and 1,000 foot tower is erected . . . delivering you a market of more than a quarter-million TV families.

**The BEST of NBC-ABC-TV**

## WEAU-TV

**EAU CLAIRE, WISCONSIN**

SEE YOUR HOLLINGBERY MAN



# 15. Who are the big I.D. users?

The 155 companies listed here include all clients who spent \$50,000 or more in terms of gross time for I.D.'s during 1956. Data is supplied by TvB from material put together by N. C. Rorabaugh Co. Total spending on I.D.'s last year

came to nearly \$47 million or nearly 12% of the \$398 million spent in spot tv during 1956. All brands shown used I.D.'s but the \$50,000 cut-off refers to total spending by the company. Material is from TvB's first annual report.

## HERE ARE 155 FIRMS WHO SPENT \$50,000 OR MORE ON I.D.'S IN 1956

### A

American Tobacco Co.  
Hit Parade Cigarettes  
Lucky Strike  
Cigarettes  
Pall Mall Cigarettes

Anderson, Clayton & Co.  
Meadolake Margarine  
Mrs. Tucker's  
Margarine  
Mrs. Tucker's  
Shortening

Associated Products,  
Inc.  
5 Day Deodorant Pads

Avoset Co.  
Avoset Dairy Cream  
Qwip Whipped Cream

### B

B. T. Babbitt Co., Inc.  
BAB-O Cleanser  
Cameo Cleanser  
Glim Detergent

Baird's, Mrs., Bakery  
Baird Bread

Best Foods, Inc.  
Gold Plate Foods  
Hellmann's Mayonnaise  
Nucoa Margarine  
Rit

Blatz Brewing Co.  
Blatz Beer  
Triangle Beer

Blumenthal Bros. Choc.  
Co.  
Candy

Borden Co.  
Borden's Inst. Coffee  
Dairy Products  
Ice Cream

Brown & Haley  
Candy Bars

Brown & Williamson  
Tobacco Co.  
Kool  
Raleigh  
Viceroy

Burgermeister Brewing  
Corp.  
Burgermeister Beer

Burrus Mills, Inc.  
Lightcrust Cake Mix  
Lightcrust Flour  
Lightcrust Shortening

Burru Biscuit Corp.  
12 Treat Ice Cream  
Cookies

### C

Carling Brewing Co.,  
Inc.  
Carling's Black Label  
Beer  
Carling's Red Cap Ale  
Stag Beer

Carter Products, Inc.  
Arrid Deodorant  
Nair  
Rise Shaving Cream

Carvel Co.  
Ice Cream

Chrysler Corp.  
All Chrysler Corp.,  
Cars  
Chrysler Cars  
Plymouth Cars

Chunky Chocolate Corp.  
Chunkies Candy

Coast Federal Sav &  
Loan Assoc.

Coca-Cola Co./Bottlers  
Buck Beverage  
Coca-Cola  
76

Colgate-Palmolive Co.  
Ajax Cleanser  
Brisk Dentifrice  
Colgate Bar Soap  
Colgate Dental  
Cream  
Colgate Lustre Net  
Halo Shampoo  
Merry Detergent  
Palmolive Shave  
Cream

Colonial Baking Co.  
Bread

Colonial Stores, Inc.  
Food Stores

Columbia Baking Co.  
Champ Bread  
Hollywood Bread  
Southern Bread  
Southern Cake

Commercial Solvents  
Corp.  
Norway Anti-Freeze  
Peak Anti-Freeze

Continental Baking Co.  
Hostess Cakes  
Morton Frozen Foods  
Profile Bread  
Staff Bread

Continental Baking Co.  
Twinkies  
Wonder Bread

Cream of Wheat Corp.  
Cream of Wheat

### D

Dairymen's League Co-Op  
Dairylea Dairy  
Products  
Dairylea Ice Cream

Delta Air Lines, Inc.

Democratic Party

Donnelly, Reuben H., Co.  
Yellow Pages

Dormin, Inc.  
Pellex

Drackett Co.  
Drano Cleanser  
Windex Cleanser

Duffy-Mott Co.  
Apple Products

Duncan Coffee Co.  
Admiration Coffee Inst.  
Admiration Coffee Reg.  
Admiration Coffee  
Inst./Reg.  
Maryland Club Coffee  
Inst.  
Maryland Club Coffee  
Inst./Reg.  
Maryland Club Coffee  
Reg.

Du Pont, E. I.,  
De Nemours  
Duco Paints  
DuPont Car Wax  
DuPont Safety Wax  
Institutional  
Rosebush Insecticide  
Zerex & Zerone  
Anti-Freeze

### E

East Ohio Gas Co.  
Appliances

### F

Fanny Farmer Candy  
Shops

Fleetwood Coffee Co.  
Fleetwood Coffee-  
Instant  
Fleetwood Coffee  
Inst./Reg.  
Fleetwood Coffee-  
Regular

Florida Citrus  
Commission  
Citrus Products

Folger, J. A., & Co.  
Folgers Coffee Inst.  
Folgers Coffee  
Inst./Reg.  
Folgers Coffee Reg.

Ford Motor Co.  
Ford Accessories  
Ford Cars  
Ford Trucks  
Lincoln Cars  
Mercury Cars

Frito Co.  
Champion Foods  
Cheetos  
Chili  
Fritos  
Tatos

### G

G. H. P. Cigar  
El Producto Cigars  
La Palina Cigars

Gallo Winery E. & J.  
Burgandy Wine  
Gallo Wine  
Sherry Wine

General Baking Co.  
Biscuits  
Bond Bread  
Grossinger's Rye Bread

General Electric Co.  
G.E. Washing  
Machine  
Hotpoint TV Sets  
Telechron Clocks

General Foods Corp.  
Birdseye Frozen  
Foods  
Birdseye Frozen  
Poultry  
Bliss Coffee  
Inst./Reg.  
Bliss Coffee Reg.  
Gaines Dog Food  
Good Seasons  
Salad Dress.  
Jello Gelatin  
Dessert  
Jello Puddings  
Kool Aid  
Maxwell House  
Coffee Inst.  
Maxwell House Coffee  
Inst./Reg.  
Maxwell House  
Coffee Reg.  
Post Toasties  
Post's Cereals  
Post's Sugar Crisp  
Sanka Coffee Inst.  
Swansdown Cake  
Flour  
Swansdown Cake  
Mix  
Yuban Coffee  
Inst./Reg.

General Mills, Inc.  
Betty Crocker  
Cake Mix  
Betty Crocker  
Pancake Mix  
Betty Crocker  
Waffle Mix  
Cheerios  
Drifted Snow Flour  
Gold Medal Flour  
Sperry Pancake Mix  
Sperry Waffle Mix  
Sperry Wheathearts  
Surechamp Dog Food

General Motors Corp.  
All G.M. Cars  
Buick Cars  
Chevrolet Cars  
Chevrolet Trucks  
Frigidaire  
Appliances  
Oldsmobile Cars  
Pontiac Cars  
Saginaw Power  
Steering

Goetz, M. K.,  
Brewing Co.  
Country Club Beer  
Goetz Beer

Golden Mix, Inc.  
Pancake Mix

Great A & P Tea Co.  
A & P Food Stores

Grove Laboratories,  
Inc.  
Bromo-Quinine  
Cold Tablets  
Citroid  
4 Way Cold Tablets

### H

Haberle Congress  
Brewing  
Ale  
Beer

Hall, Robert Clothes

Hammer Beverage  
Co./Bottlers  
Ginger Ale  
Soft Drinks

Hand, Peter,  
Brewing Co.

Holsum Baking/Bakeries  
Bread  
Crackers & Cookies

Hood Chemical Co.  
EZ Bleach  
EZ Starch  
Hood Bleach  
Hood Starch  
33 Bleach  
Zero Cleanser



BETTER  
THAN  
EVER

**WISN - TV**

# **MILWAUKEE**

## **America's 14th Market**

**HIGH  
RATINGS  
(ARB)**

**LOW COST  
PER M**

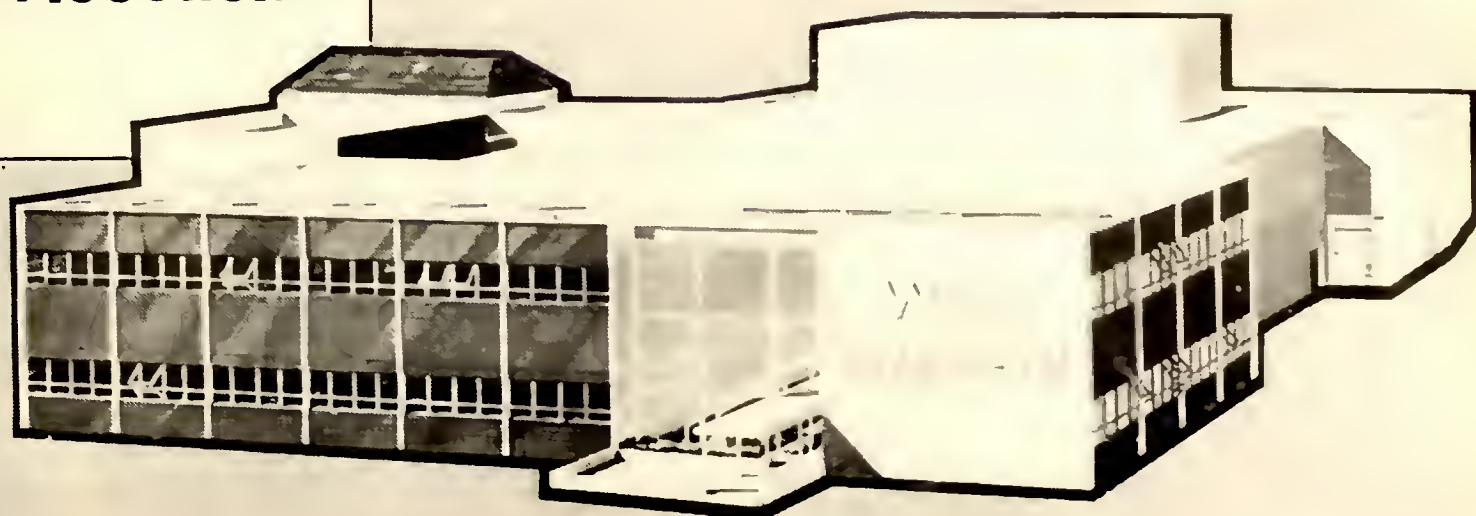
**Effective  
Merchandising**

**Wide Coverage  
In Wisconsin**

- 362,400 families
  - \$2,248,671,000 effective buying income
  - \$1,451,481,000 total retail sales
- 
- Plus coverage of 418,000 additional families beyond the metropolitan area

John B. Soell, Station Manager

*Represented by Edward Petry & Co., Inc.*





# TELEVISION SPENDING, COSTS

## BIG I.D. USERS . . . continued

Hudson Pulp & Paper Corp.  
Paper Napkins

### I

Illinois Meat Co.  
Broadcast  
Canned Meats  
Imperial Sugar Co.  
Brown Sugar  
Cane Sugar  
International Salt Co.  
Sterling Salt  
Ireland's Chili Co.  
Barbecue Sauce  
Chili  
Pit Bar BQ  
Sauces

### J

J. F. G. Coffee Co.  
JFG Coffee Inst.  
JFG Coffee Inst. Reg.  
JFG Coffee Reg.  
Jenney Mfg. Co.  
Gas & Oil  
Jewell, J. D., Inc.  
Jesse Jewell's  
Frozen Chicken  
Jewel Tea Co., Inc.  
Jewel Foods

### K

Kellogg Company  
Special K Cereal  
Various Kellogg  
Cereals  
Koester's Bakery  
Bread  
Kroger Co.  
Food Stores  
Krueger, G., Brewing Co.  
Krueger Ale  
Krueger Beer  
Kuner-Empson Co.  
Canned Foods

### L

Lanvin Parfums, Inc.  
Lanvin Perfumes  
Leeming, Thomas, & Co., Inc.  
Ben-Gay  
Leslie Salt Co.  
Salt  
Lever Brothers Co.  
Dove Toilet Soap  
Imperial Margarine  
Surf Detergent  
Wisk  
Liggett & Myers  
Tobacco Co.  
Chesterfield  
L & M  
Lone Star Brewing Co.  
Lone Star Beer  
Lorillard, P., & Co.  
Kent Cigarettes  
Muriel Cigars  
Old Gold Cigarettes  
Lucky Lager Brewing Co.  
Lucky Lager Beer  
Ludens, Inc.  
Cough Drops  
Fifth Ave. Candy Bars

## M

M. J. B. Co.  
MJB Coffee Instant  
MJB Coffee Inst./Reg.  
MJB Coffee Regular  
MJB Rice  
MJB Tea Reg.  
Tree Tea Reg.

Marathon Corp.  
Northern Napkins  
Northern Tissues  
Northern Towels  
Paper Products  
Waxtex

Martin Oil Co.  
Martin Oil

Max Factor & Co.  
Max Factor  
Cosmetics

Meads Baking Co.  
Dottie Lee Bread  
Meads Bread

Michigan Auto Club

Miles Laboratories, Inc.  
Alka-Seltzer  
Bactine  
One-A-Day Brand  
Vitamins  
Tabcin

Miller Brewing Co.  
Miller High Life Beer

Morris, Philip, & Co.  
Marlboro  
Parliament  
Philip Morris  
Spud

## N

National Biscuit Co.  
Dromedary Foods  
Home Town Bread  
Millbrook Bread  
Nabisco Cookies &  
Crackers  
Nabisco Shredded  
Wheat  
NBC Bread  
Pal Dog Foods

National Brewing Co.  
National Bohemian  
Beer  
National Premium Beer

National Dairy Products  
Kraft Cheese  
Kraft Cottage  
Cheese  
Kraft Mayonnaise  
Kraft Orange Juice  
Kraft Parkay  
Margarine  
Kraft—Various  
Products  
Sealtest Dairy  
Products  
Sealtest Ice Cream

Nehi Corp./Bottlers  
Nehi  
Par-T-Pak  
Royal Crown Cola

Nestle Co., Inc.  
Decaf Instant Coffee  
Nescafé Instant  
Coffee  
Nestle's Chocolate  
Bars  
Nestle's Cookie Mix  
Nestle's Instant  
Coffee

## O

Ohio Provision Co.  
Meat Products  
Orkin Exterminating Co.  
Pest Control  
Ortlieb, Henry F., Co.  
Ortlieb Beer

## P

Pabst Brewing Co.  
Eastside Beer  
Pabst Beer  
Peoples Gas, Light &  
Coke Co.  
Utilities  
Pepper, Dr., Co./Bottlers  
Nu Grape Soft Drinks  
Dr. Pepper Soft Drinks  
Pepsi Cola Co./Bottlers  
Pepsi-Cola  
Petri Wine Co.  
Italian Swiss Colony  
Wine  
Petri Wine  
Pfeiffer Food Prod. Inc.  
Salad Dressing

Plough, Inc.  
Mexsana Heat Powder  
Mexsana Skin Cream  
St. Joseph Aspirin  
Prescott, J. L., Co.  
Dazzle Bleach  
Dazzle Starch

Procter & Gamble Co.  
Biz Liquid  
Detergent  
Big Top Peanut  
Butter  
Cheer  
Comet  
Crest  
Dash  
Duz  
Gleem  
Ivory Flakes  
Jif Peanut Butter  
Joy  
Lava Soap  
Lilt Home  
Permanent  
Oxydol  
Prell Shampoo  
Spic & Span  
Velvet Blend  
Shampoo

## R

Radio Corp. of America  
RCA Appliances  
RCA Radio & TV Sets  
Reader's Digest Assoc.  
Reader's Digest  
Magazine  
Republican Party  
Revlon, Inc.  
Cosmetics  
Lipstick  
Nail Polish  
Satin-Set Pin Curl  
Spray  
Silicare Baby Lotion  
Silken Net Hair Spray  
Reynolds, R. J., Tobacco  
Co.  
Camel

Reynolds,  
Cavalier  
Salem  
Winston

Rheas Bakery  
Baked Goods

Ritchie, Harold F., Inc.  
Brylcreem  
Eno Effervescent

Roto-Rooter Corp.  
Plumbing Tool

## S

S. S. S. Co.  
Neurabalm  
S. S. S. Tonic  
Safeway Stores, Inc.  
Captains Choice Frozen  
Fish  
Cragmont Beverages  
Dairy Products  
Food Stores  
Guthrie Cookies  
Jane Arden Cookies  
Lucerne Milk  
Poultry  
Royal Satin Shortening  
Skylark Bread

Salada Tea Co., Inc.  
Salada Tea

Sardeau, Inc.  
Sardo Bath Oil

Schaefer, F & M,  
Brew. Co.  
Schaefer Beer

Schlitz, Jos. E., Brewing  
Co.  
Schlitz Beer

Schonbrunn, S. A., &  
Co., Inc..  
Savarin Coffee Reg.

Scripto, Inc.  
Scripto Pencils  
Scripto Pens

Sealy Mattress Co./Dlrs.  
Sealy Mattresses

Seeman Brothers, Inc.  
Airwick  
White Rose Coffee  
Reg.  
White Rose Tea Reg.

Serta Assoc.,  
Inc./Dealers  
Mattresses

Seven-Up Co./Bottlers  
Seven-Up

Smith Brothers, Inc.  
Cough Drops

Speedway Petroleum  
Corp.  
Speedway 79 Gas

Standard Brewing Co.  
Erin Brew Beer  
Standard Ale  
Standard Beer

State Line Potato Chip Co.  
Potato Chips

Statler Tissue Corp.  
Statler Paper  
Statler Tissues  
Towels

Sterling Drug, Inc.  
Dr. Caldwell's  
Laxative  
Energine

Sterling Drug, Inc. (continued)  
Fizrin  
Mollé Shaving Soap  
Phillips Milk  
of Magnesia  
Z. B. T Baby Powder

Studebaker-Packard  
Corp.  
Packard Cars  
Studebaker Cars

Superior Provision Co.  
Meats

Sweets Co. of  
America, Inc.  
Tootsie Rolls

## T

Tea Council of U.S.A.  
Tea Promotion

Terry Foods Co.  
Terry Frozen Foods

Tetley Tea Co., Inc.  
Tetley Tea Regular

Time, Inc.  
Life Magazine

## U

U. S. Tobacco Co.  
Encore

United Vintners, Inc.  
Italian Swiss Colony  
Wine  
Margo Wine  
Petri Wines

## V

Vick Chemical Co.  
Inhalers  
Sof-Skin Hand Cream  
Vicks Cough Drops  
Vicks Cough Syrup  
Vicks Vaporub  
Vicks Vatronol

## W

Ward Baking Co.  
Aunt Hannah Bread  
Tip Top Bread  
Tip Top Cakes  
Ward's Bread

West End Brewing Co.  
Utica Club Ale  
Utica Club Beer

Whitman, Stephen F.,  
& Son  
Whitman's Candy

Wilkins Rogers Milling Co.  
Washington Flour

Williamson-Dickie Mfg.  
Co.  
Dickie Work Clothes  
Mens' Sport Clothing

Wise Potato Chip Co.  
Potato Chips

Wrigley, William Jr., Co.  
Doublemint Gum  
Spearmint Gum

## Z

Zippy Products, Inc.  
Zippy Liquid Starch





*No matter how you slice it!*

**WROC-TV and  
only WROC-TV can  
guarantee maximum  
circulation throughout  
the ROCHESTER area**

Take FIVE delivered homes, rather than FOUR, when you buy the Rochester, New York market. Get the most mileage for your advertising dollars in this rich, prime area where nearly a million people spend more than a billion dollars annually, in one of the nation's first 45 markets.

#### MARKET COVERAGE

HOMES REACHED MONTHLY	<b>26.2%</b>	MORE than the other Rochester Channel
HOMES REACHED ONCE A WEEK	<b>24.1%</b>	MORE than the other Rochester Channel

#### DAYTIME CIRCULATION

HOMES REACHED ONCE A WEEK	<b>24.0%</b>	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	<b>27.4%</b>	MORE than the other Rochester Channel

#### NIGHTTIME CIRCULATION

HOMES REACHED ONCE A WEEK	<b>22.3%</b>	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	<b>18.6%</b>	MORE than the other Rochester Channel

Represented Nationally by Peters, Griffin, Woodward Television Sales

Rochester's MOST POWERFUL Station



**T  
T  
C**

**WROC-TV**  
CHANNEL 5

SOURCES:

Sales Management Survey 1956  
Nielsen No. 2 Spring 1956

A TRANSCONTINENT TELEVISION CORPORATION STATION  
Rochester Broadcasting Center • Rochester 3, N. Y. • BUTler 8-8400



Unburied treasure for every sponsor . . . WCCO television's "Magic Island." The three highest-rated children's shows in Twin City history! Each show at least equals the rating of all competing stations combined.\* All have audiences from  $\frac{1}{3}$  to  $2\frac{1}{2}$  times greater than the closest competitive program. Participations available . . . see Peters, Griffin and Woodward.

\*May ARB Metropolitan and Outer Area Ratings

**WCCO television** MINNEAPOLIS ST. PAUL **Channel 4**  
CBS TELEVISION IN THE NORTHWEST

**COMMODORE CAPPY**  
with Bugs Bunny Cartoons  
4:30—5:00 P.M.

**AXEL AND HIS DOG**  
Our Gang Comedies and Cartoons  
5:00—5:30 P.M.

**POPEYE'S CLUB HOUSE**  
with Mel Jass  
5:30—5:55 P.M.



**SECTION**

**4**

# **FILM BASICS**

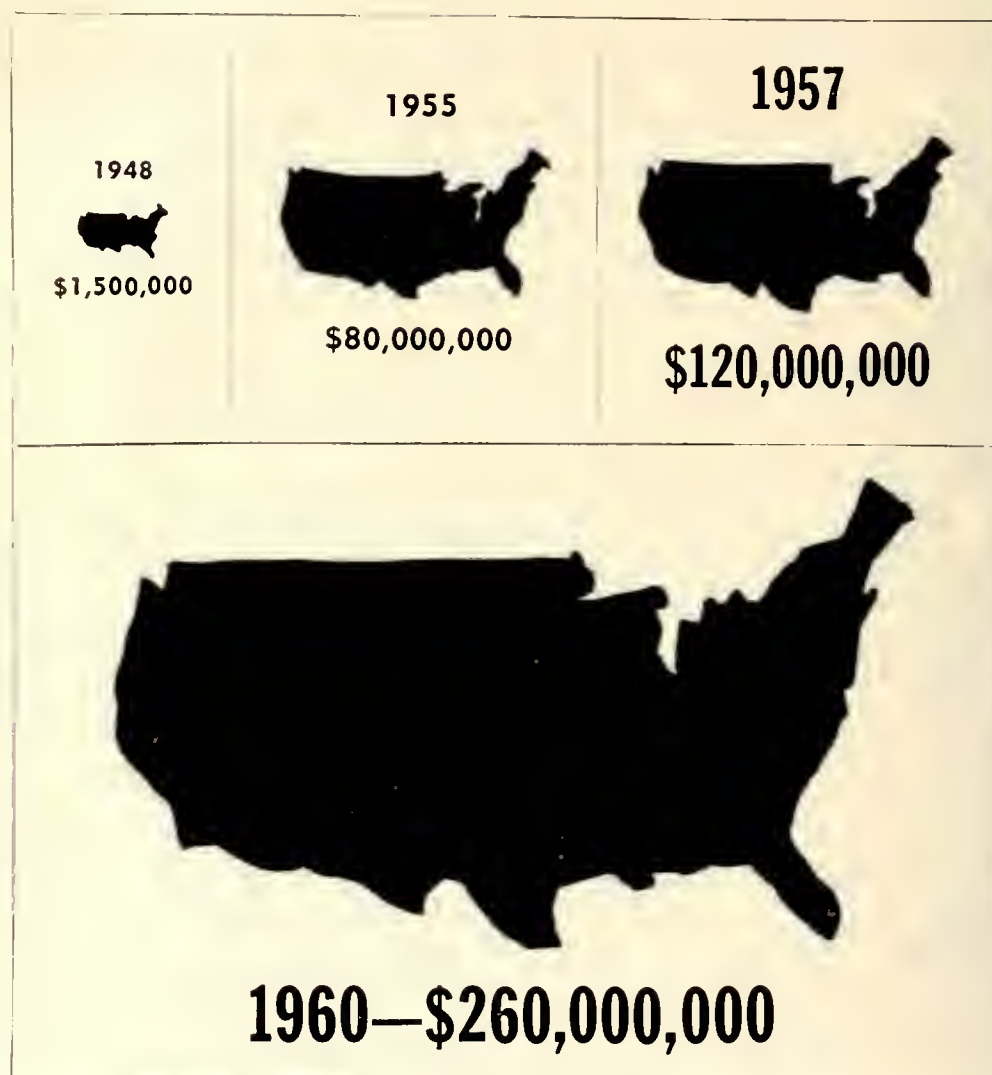
A 12-page section covering today's trends in syndicated and feature film programming; information on how much product is available; what a multi-market lineup costs; audience composition data on half-hour shows; spot show buyers.



## 1. What's the dollar sales volume of the tv film distribution business?

Estimated dollar sales of syndicated and feature film

The tv film business has made tremendous strides during past nine years. is expected to continue growing as fast as tv itself. Dollar estimates through 1957 are SPONSOR'S. The 1960 estimate is from CBS Film Sales, is based on projection of all tv ad expenditures.



## 2. How much film product is available for television?

<b>Total No. episodes syndicated film</b> .....	<b>24,300</b>
<b>Total No. feature films</b> .....	<b>8,700</b>
<b>Total No. short subjects</b> .....	<b>11,000</b>
 <b>No. syndicated series by length</b> .....	
..... .5 & 10 min.: 55	1/4-hour: 180
	1/2-hour: 254
	hour: 17

Source: RKO Television Research, SRDS, Spring 1957.



### 3. What kinds of syndicated shows are available?

Number of syndicated series available in 1957 by type of programming and length

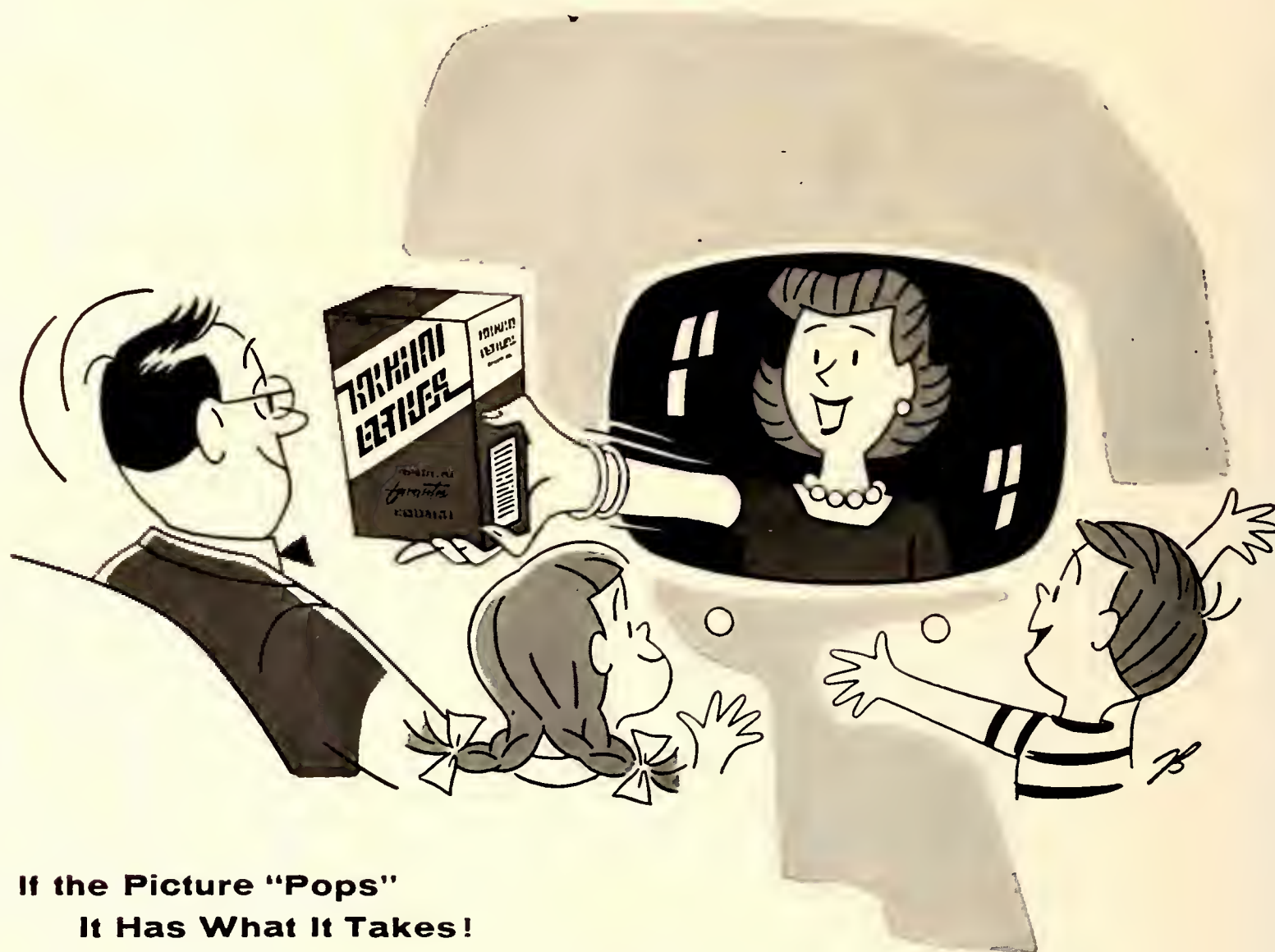
<b>ADVENTURE</b> 6-1/4 hour 52-1/2 hour 1-1 hour <b>TOTAL: 59</b> (1956: 44)	<b>EDUCATIONAL</b> 4-5 and 1 minute 17-1/4 hour 4-1/2 hour <b>TOTAL: 25</b> (1956: 26)	<b>SCIENCE</b> 6-1/4 hour <b>TOTAL: 7</b> (1956: 5)
<b>CARTOONS</b> 10-5 and 10 minute 1-1/2 hour <b>TOTAL: 11</b> (1956: 3)	<b>INTERVIEW</b> 2-5 and 10 minute 5-1/4 hour <b>TOTAL: 7</b> (1956: 7)	<b>SCIENCE FICTION</b> 4-1/2 hour <b>TOTAL: 4</b> (1956: 6)
<b>CHILDRENS</b> 8-5 and 10 minute 25-1/4 hour 9-1/2 hour 1-1 hour <b>TOTAL: 43</b> (1956: 38)	<b>MUSICAL</b> 6-5 and 10 minute 16-1/4 hour 22-1/2 hour <b>TOTAL: 44</b> (1956: 40)	<b>SPORTS</b> 4-5 and 10 minute 32-1/4 hour 3-1/2 hour 9-1 hour <b>TOTAL: 60</b> (1956: 48)
<b>COMEDY</b> 2-5 and 10 minute 5-1/4 hour 30-1/2 hour <b>TOTAL: 37</b> (1956: 35)	<b>MYSTERY</b> 1-5 and 10 minute 1-1/4 hour 29-1/2 hour <b>TOTAL: 31</b> (1956: 34)	<b>TRAVEL</b> 1-5 and 10 minute 6-1/4 hour 3-1/2 hour <b>TOTAL: 10</b> (1956: 9)
<b>DISCUSSION</b> 1-5 and 10 minute 1-1/4 hour 1-1/2 hour <b>TOTAL: 3</b> (1956: 2)	<b>NEWS &amp; COMMENTARY</b> 6-1/4 hour 2-1/2 hour <b>TOTAL: 8</b> (1956: 7)	<b>VARIETY</b> 3-5 and 10 minute 5-1/4 hour 3-1/2 hour <b>TOTAL: 11</b> (1956: 13)
<b>DOCUMENTARY</b> 1-5 and 10 minute 20-1/4 hour 13-1/2 hour <b>TOTAL: 34</b> (1956: 27)	<b>QUIZ &amp; PANEL</b> 3-5 and 10 minute 7-1/4 hour 3-1/2 hour <b>TOTAL: 13</b> (1956: 13)	<b>WESTERN</b> 2-1/4 hour 6-1/2 hour 5-1 hour <b>TOTAL: 23</b> (1956: 19)
<b>DRAMA</b> 1-5 and 10 minute 12-1/4 hour 44-1/2 hour 1-1 hour <b>TOTAL: 58</b> (1956: 48)	<b>RELIGIOUS</b> 4-5 and 10 minute 1-1/4 hour 3-1/2 hour <b>TOTAL: 8</b> (1956: 8)	<b>WOMEN'S PROGRAMS</b> 2-5 and 10 minute 6-1/4 hour 2-1/2 hour <b>TOTAL: 10</b> (1956: 12)

NOTE: First figure under each listing in categories above represents number of program series available. For example, "2-5 and 10 minute" means there are two five- and 10-minute series in that category. Figures in parentheses: 1956 total.

Source: RKO Television Research, SRDS, Spring 1957.

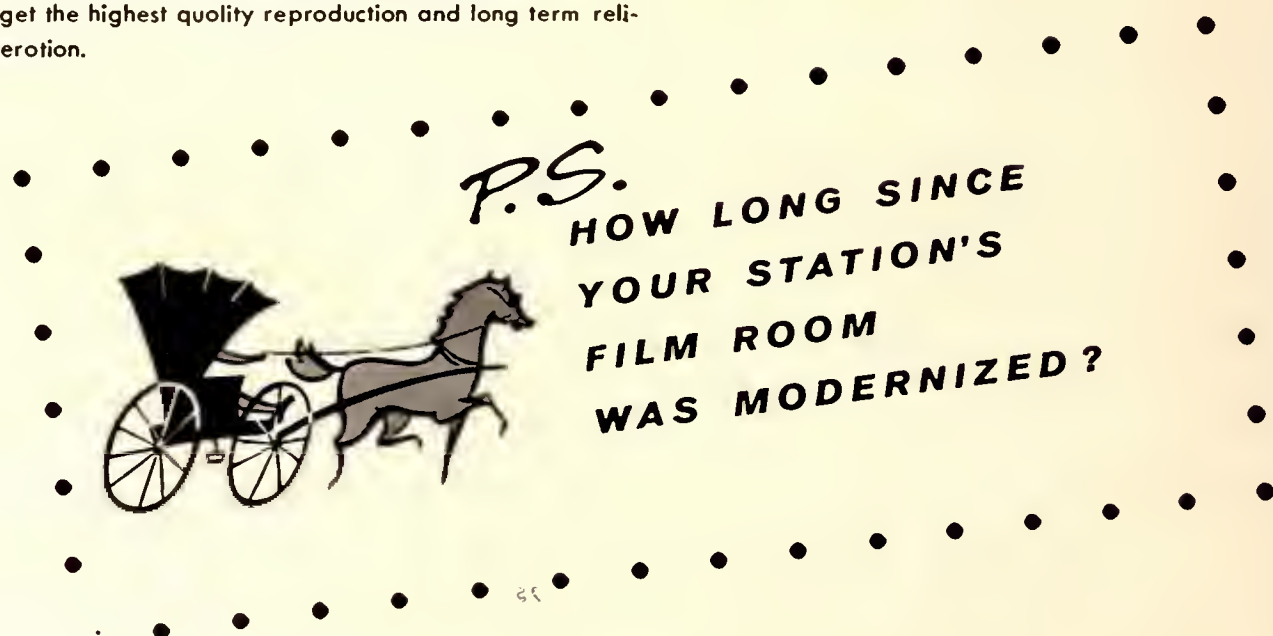


## GETTING THE MOST FROM



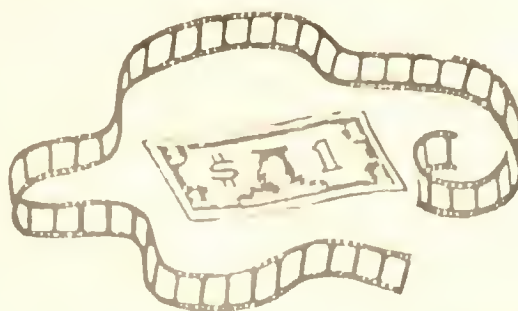
### If the Picture "Pops" It Has What It Takes!

Many a good film commercial has been ruined by a poor presentation "on-air." If the picture "pops" out at you, has sparkle and dimension, you know it's good. With modern RCA Film Equipment you can expect and get the highest quality reproduction and long term reliability in operation.





YOUR FILM DOLLAR



## How to Get the Kind of Picture Quality that Advertisers Want

There are two ways to increase the quality of your film programs:

- (a) By using Vidicon film cameras
- (b) By using professional projectors.

Vidicon cameras give you sharp, clear, virtually noise-free pictures of live picture quality. The Vidicon will show every detail that is on the film. For example, night scenes are much clearer with new Vidicon cameras than with older Iconoscope equipment. Vidicon film cameras have *ideal* tone or gray scale range for high quality reproduction of film. A remote light control permits the RCA Vidicon camera to be adjusted to optimum operating conditions at all times.

Professional RCA projectors are another requirement for high picture quality. Professional film projectors provide a rock-steady picture, free from jump and jitter, as well as high fidelity sound. Precise optics in the RCA film and slide projectors assure evenness of illumination and excellent resolution.

Whether you are a station executive, program sponsor or agency man, you'll be helping the cause of good film programming by advocating the use of up-to-date film room equipment. Ask the RCA Broadcast Representative to show you our new film manual "Planning TV Film Facilities for Color and Monochrome." Or, for further information write to RCA, Dept. FF-264, Building 15-1, Camden, N. J.



Tmk(s) ®

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

In Canada: RCA VICTOR Company Ltd., Montreal



## 4. How many syndicated films are run in major markets?

Number of syndicated films run weekly in 14 major markets

Market	Weekly total	Market	Weekly total
NEW YORK	115	SAN FRANCISCO	52
LOS ANGELES	108	BOSTON	49
DETROIT	77	MIAMI	49
WASHINGTON	77	MINNEAPOLIS	49
MILWAUKEE	67	KANSAS CITY	44
CHICAGO	65	BALTIMORE	41
ATLANTA	53	PHILADELPHIA	36

Source: Broadcast Advertisers Reports, tape-recorded data at various weeks during first quarter, 1957.

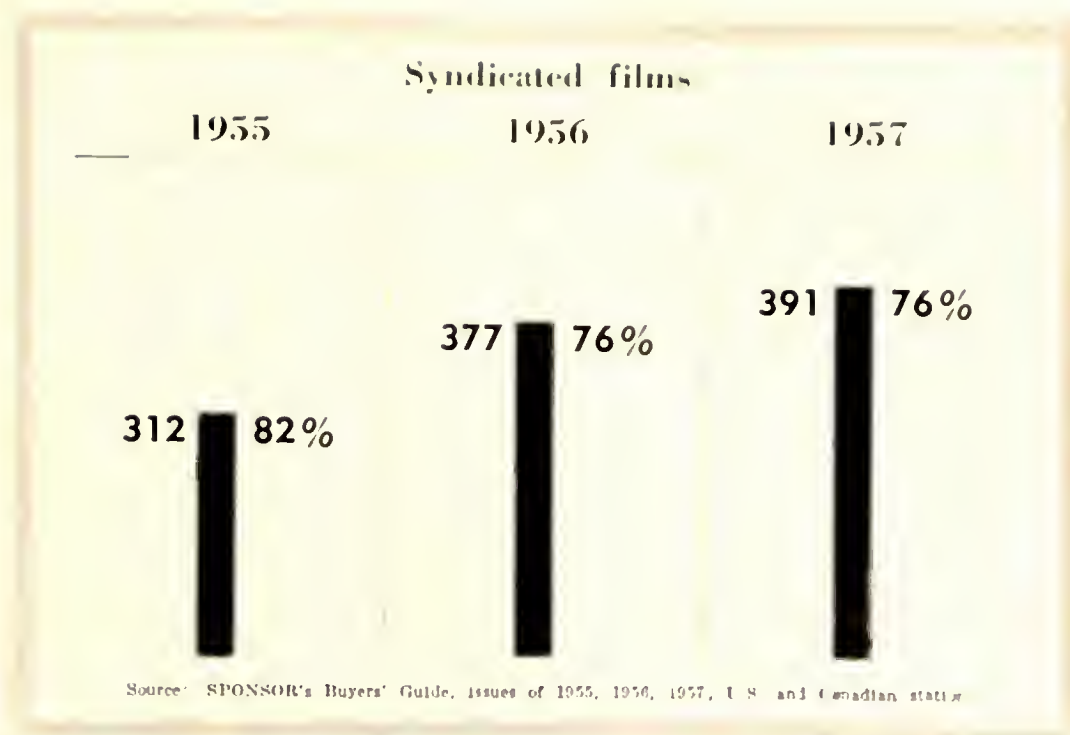
## 5. How does number of stations in a market affect film show ratings?

As data to right shows there is a fairly direct relationship between syndicated film ratings and the number of stations in a market. Source of these figures is The Katz Agency's presentation on half-hour films entitled "How to make a tv half-hour work overtime." Ratings are from Pulse, December 1956 and January 1957

Market	No. Stations	Program	Rating
Charlotte	1	Douglas Fairbanks Presents	62.3
		Waterfront	58.8
		Dr. Hudson's Secret Journal	52.3
Birmingham	2	Man Called X	35.8
		Celebrity Playhouse	27.8
		The Whistler	26.3
Columbus	3	Highway Patrol	29.0
		San Francisco Beat	26.7
		Sheriff of Cochise	26.5
Chicago	4	Annie Oakley	22.5
		Dr. Hudson's Secret Journal	20.5
		I Led Three Lives	17.8
Los Angeles	7	Science Fiction Theatre	17.7
		Life of Riley	16.8
		Highway Patrol	16.3

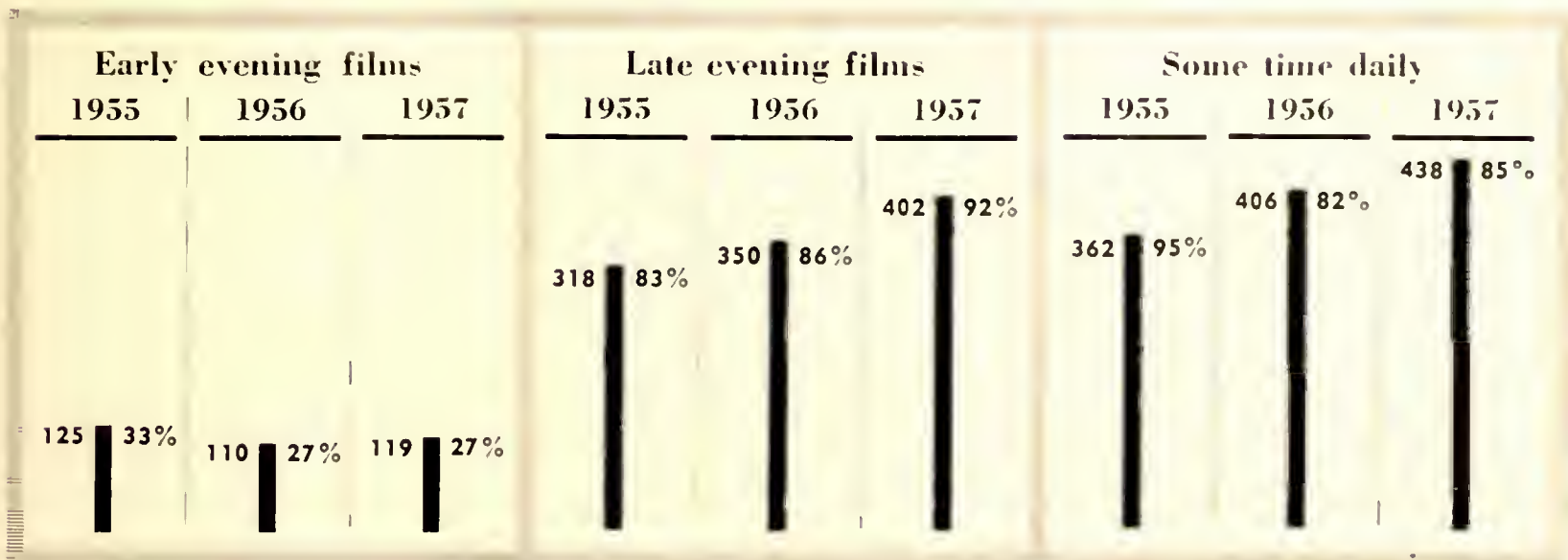
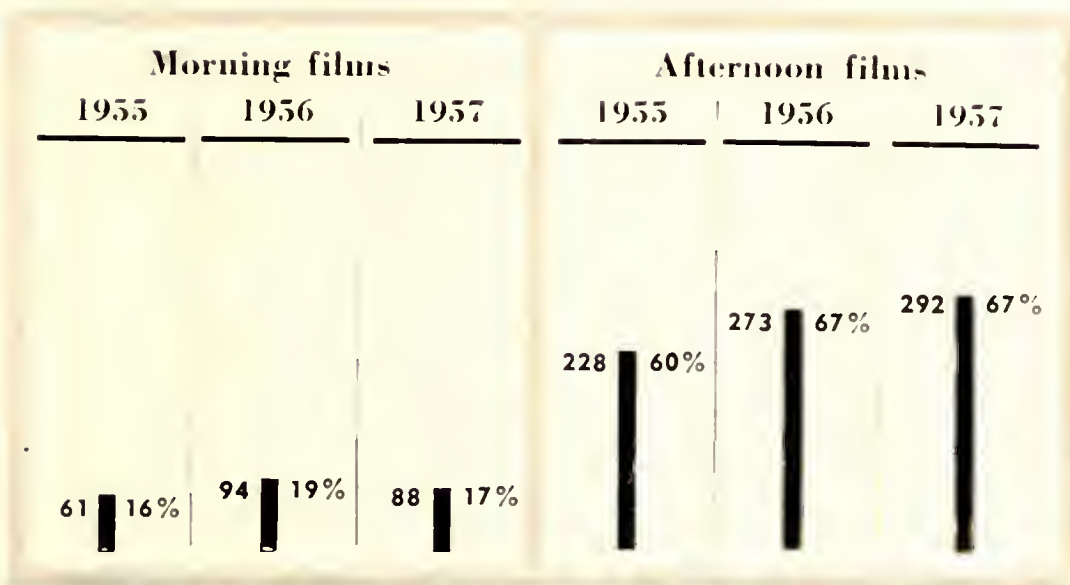


## 6. How many stations use syndicated film on a daily basis?



## 7. What is the number and percent of stations using feature film during various times daily?

Bar charts to the right and below are based on recent "Buyers' Guides"; 1955 data are based on 381 stations responding; 1956 data are based on 495; 1957 are based on 515





# 8. What are multi-market time costs for half-hour films?

Spot rates for half-hour film program in 60 leading markets (26-time alternate week basis)

MARKET	HIGHEST RATE* MON.-FRI.	LOWEST RATE** 7-11 P.M., MON.-FRI.
Albany-Schenectady-Troy	\$ 627.00	\$ 627.00
Atlanta	570.00	427.50
Baltimore	900.00	468.00
Boston	1,800.00	1,165.50
Buffalo	630.00	630.00
Charlotte	600.00	364.50
Chicago	2,340.00	1,170.00
Cincinnati	684.00	384.75
Cleveland	1,111.50	729.00
Columbus	456.00	285.00
Dallas-Ft. Worth	627.00	299.25
Dayton	475.00	427.50
Detroit	1,404.00	972.00
Grand Rapids-Kalamazoo	741.00	555.75
Huntington-Charleston	475.00	313.50
Indianapolis	780.00	684.00
Johnstown	570.00	513.00
Kansas City	756.00	384.00
Los Angeles	2,034.40	958.80
Louisville	553.50	378.00
Milwaukee	690.00	690.00
Minneapolis-St. Paul	912.00	427.50
New Haven	570.00	484.50
New York	5,188.80	2,932.80
Philadelphia	1,852.50	969.00
Pittsburgh	1,140.00	969.00
Providence	684.00	441.75
St. Louis	810.00	540.00
San Francisco	944.00	693.75
Washington, D. C.	1,080.00	450.00
<b>TOTAL 30 MARKETS</b>	<b>32,005.70</b>	<b>20,335.35</b>
Birmingham	490.00	176.00
Cedar Rapids-Waterloo	337.50	202.50
Denver	438.75	243.75
Des Moines	399.00	228.00
Greensboro-Winston-Salem	370.50	342.00
Houston-Galveston	600.00	360.00
Jackson, Miss.	194.40	81.00
Jacksonville	510.00	450.00
Knoxville	342.00	285.00
Memphis	513.00	299.00
Miami	540.00	451.00
Montgomery	243.00	135.00
Nashville	470.25	205.20
New Orleans	513.00	427.50
Norfolk	555.00	510.00
Oklahoma City	541.50	256.50
Omaha	527.00	293.00
Phoenix-Mesa	270.00	145.80
Portland, Ore.	420.00	420.00
Rochester, N. Y.	399.00	399.00
Salt Lake City	399.00	199.50
San Diego	526.50	256.50
Seattle-Tacoma	627.00	357.00
Sioux City	242.25	142.50
Spokane	342.00	228.00
Syracuse	570.00	432.00
Tampa-St. Petersburg	427.50	427.00
Toledo	570.00	570.00
Tulsa	495.00	285.00
Wichita-Hutchinson	327.75	114.00
<b>TOTAL 60 MARKETS</b>	<b>\$45,206.60</b>	<b>\$29,257.10</b>

SOURCE: SRDS, April 1957, from The Katz Agency's "How to make a tv half-hour work overtime."

\*Highest Monday-Friday rate classification on highest cost station.

\*\*Lowest rate classification between 7 and 11 p.m., Monday-Friday, on CBS or NBC vhf station, whichever is lower.





## BIG REASONS

*why you should buy  
WSOC-TV charlotte*

- ▶ **FREQUENCY DISCOUNT STRUCTURE . . .**  
allows flexible spending
- ▶ **PROGRAMMING THE BEST OF NBC-ABC**  
Supplemented by CBS
- ▶ **3½ BILLION DOLLAR MARKET**
- ▶ **2½ MILLION POPULATION CONCEN-  
TRATION**
- ▶ **FULLY EQUIPPED . . . AND STAFFED . . .**  
to handle any sales campaign. Already selected  
as a National test station by 1 advertiser.  
(Name on request)

- ▶ **BEST TECHNICAL FACILITIES . . . LATEST  
EQUIPMENT**  
Highest tower-Maximum power-Located 18 miles  
closer to greatest populated area
- ▶ **ADVERTISING AND PROMOTION . . . .**  
Newspapers, Magazines, Billboards, Buses, letters  
to trade
- ▶ **EXCLUSIVE IN-STORE MERCHANDISING**  
in largest chain Super Markets
- ▶ **AVAILABILITIES IN 14 MILLION DOLLAR  
WARNER BROTHERS MOVIE PACKAGE . . .**  
plus POPEYE CARTOONS and other local features

**HIGHEST TOWER**

**TOP POWER**

**REPRESENTED BY**

**H-R** Representatives  
Nationally

**F-J** Representatives  
Atlanta

# WSOC

**Channel 9 • Television  
CHARLOTTE, N. C.**



# 9. What's the audience composition of various syndicated shows?

Audience composition figures for 99 programs

## AUDIENCE COMPOSITION



Per 100 viewing homes:

	Men	Women	Teen	Children	Total
Amos 'n' Andy .....	76	81	10	35	202
Annie Oakley .....	43	57	15	90	205
Badge 714 .....	70	81	13	54	218
Beulah .....	53	89	9	20	171
Boston Blackie .....	75	83	13	35	206
Bowling Time .....	73	61	10	2	146
Brave Eagle .....	53	49	12	75	189
Buffalo Bill Jr. ....	34	27	14	90	165
Captain David Grief .....	57	59	13	25	154
Captain Midnight .....	27	30	12	89	158
Celebrity Playhouse .....	69	92	10	27	198
Championship Bowling ....	83	62	14	11	170
China Smith .....	75	71	11	39	196
Cisco Kid .....	59	42	17	86	204
City Detective .....	79	83	15	24	201
Code 3 .....	79	82	13	23	197
Corliss Archer, Meet.....	62	71	16	31	180
Count of Monte Cristo .....	64	72	16	28	180
Cowboy G-Men .....	39	37	17	85	178
Croscurrent .....	61	69	15	27	172
Crunch and Des .....	72	77	16	47	212
Dangerous Assignment .....	79	88	14	20	201
Dateline Europe .....	78	85	13	16	192
Death Valley Days .....	81	79	14	39	213
Dr. Christian .....	75	92	12	24	203
Dr. Hudson's Secr. Journ. ....	79	84	15	11	189
Esso Golden Playhouse.....	70	83	8	22	183
Falcon, The .....	79	82	16	14	191
Federal Men .....	78	70	14	15	177
Flash Gordon .....	63	67	12	79	221
Foreign Legionnaire .....	67	55	13	64	199
Frontier .....	74	81	13	23	191
Frontier Doctor .....	70	78	9	18	175
Gene Autry .....	59	54	18	80	211
Gene Autry (Hr.) .....	54	56	17	83	210
Great Gildersleeve .....	76	82	15	29	202
Headline .....	77	79	12	17	185
Highway Patrol .....	84	90	14	39	227
Hopalong Cassidy .....	61	53	20	82	216
Hopalong Cassidy (Hr.)....	55	47	18	84	204
I Led Three Lives .....	82	87	16	28	213
I Search For Adventure....	76	71	17	23	187
I Spy .....	75	82	14	25	196
Judge Roy Bean .....	44	39	14	77	174
Jungle Jim .....	31	27	17	89	164
Kingdom of The Sea.....	67	64	13	17	161
Kit Carson .....	37	29	16	88	170
Last of The Mohicans .....	31	40	16	79	156
Liberace .....	34	81	15	13	143
Life of Riley .....	80	85	17	31	213

## AUDIENCE COMPOSITION



Per 100 viewing homes:

	Men	Women	Teen	Children	Total
Life With Elizabeth .....	61	85	12	10	168
Little Rascals .....	19	24	17	91	151
Lone Wolf .....	79	74	15	20	188
Long John Silver .....	37	35	18	85	175
Looney Tunes .....	19	27	12	95	153
Man Behind The Badge ....	75	89	14	37	215
Man Called X .....	82	89	16	18	205
Men of Annapolis .....	69	82	15	12	178
Mickey Rooney Show.....	64	85	13	37	199
Mr. and Mrs. North.....	80	87	17	20	204
Mr. District Attorney.....	81	87	13	14	195
My Favorite Story .....	49	79	11	10	149
My Little Margie .....	74	89	18	30	211
O. Henry Playhouse .....	67	85	12	23	187
Patti Page .....	70	88	17	11	186
Popeye .....	34	29	15	94	172
Public Defender .....	79	85	17	15	196
Racket Squad .....	77	74	13	11	175
Ramar of The Jungle.....	28	26	17	93	164
Range Rider .....	59	43	14	81	197
Ray Milland Show .....	77	84	15	16	192
Rocky Jones, Space Ranger .....	22	30	16	79	147
Rosemary Clooney .....	71	85	15	18	189
San Francisco Beat .....	79	87	14	22	202
Science Fiction Theatre ....	77	63	18	24	182
Sheena Queen of Jungle....	49	38	15	79	181
Sheriff of Cochise.....	77	62	14	48	201
Sherlock Holmes .....	75	77	16	24	192
Sky King .....	38	41	18	87	184
Soldiers of Fortune .....	72	68	13	33	186
Stage 7 .....	74	87	16	9	186
Star and The Story.....	65	79	8	13	165
Star Performance .....	71	84	10	25	190
State Trooper .....	81	89	16	31	217
S. Donovan, West, Marshal .....	52	35	17	84	188
Stories of The Century.....	71	83	14	25	193
Studio 57 .....	70	87	15	18	190
Stu Erwin Show .....	74	85	13	14	186
Superman .....	27	25	18	92	162
Susie .....	58	85	12	25	180
Three Musketeers, The ....	71	77	16	49	213
Unexpected .....	65	81	20	38	204
Victory At Sea .....	77	69	17	12	175
Waterfront .....	83	80	16	15	194
Whirlybirds .....	33	37	17	84	171
Whistler, The .....	85	81	17	14	197
Wild Bill Hickok .....	57	31	18	81	187
Your All Star Theatre.....	57	81	14	31	183
Your TV Theatre .....	55	82	16	43	196

Pulse did the surveying for these figures during April 1957. Study of these figures should be quite helpful to advertisers trying to decide

what show to buy. To some extent, audience composition is affected by slots in which they're run. Note popularity of westerns among children.



# 10. Who uses spot film programing?

**Note: Read explanation before using chart.**

The companies and brands listed here were all users of tv programing on a spot basis in 1956. The list, taken from the TvB's files, includes firms using live spot tv programing as well. However, though TvB is not able to separate those using live from those using film programing, it is TvB's opinion that the number using live pro-

graming is very small. So, for all practical purposes the list which follows covers all the important users of spot film programing in the U. S. The companies listed here spent \$50,000 or more on programing during the last year, though individual brands may have spent less. The dollar figures, however, refer to total spot spending in 1956 and not just money spent on locally-placed shows.

<b>Affiliated Super Markets</b>	<b>\$132,110</b>	Formula #9 Hair Cream	112,190	<b>Blatz Brewing Co.</b>	<b>\$330,710</b>
Food Stores	132,110	Formula #9 Shampoo	221,330	Blatz Beer	259,740
<b>American Bakeries Co.</b>	<b>\$797,330</b>	Reddi Kit	140	Tempo Beer	68,700
Bunny Bread	17,220	Sando Reducing Aid	35,900	Triangle Beer	2,270
Cook Book Bread	33,460	Slim Magic	191,130		
Grennan Cake	115,830	Star Nail	8,930	<b>Black Drug Co.</b>	<b>\$1,937,800</b>
Merita Bread	139,650	Super Lanolin Liquid Makeup	183,280	Ammident	150,070
Merita Cake	24,870			Greenmint Mouthwash	41,960
Taystee Bread	166,300			Nyol	738,000
				Polident	121,310
<b>American Brewery, Inc.</b>	<b>\$181,200</b>	<b>Armaur &amp; Co.</b>	<b>\$877,400</b>	<b>Band Clothing Stores, Inc.</b>	<b>\$333,250</b>
American Beer	181,200	Armour Flash Frozen Meats	56,130	<b>Barden Co.</b>	<b>\$1,483,500</b>
		Dial Shampoo	20,770	Borden's Inst. Coffee	719,740
<b>American Brewing Co.</b>	<b>\$234,160</b>	Dial Soap	21,970	Dairy Products	597,310
Regal Beer	229,370	Liquid Chiffon	5,360	Ice Cream	151,830
Royal Beer	4,790	Meats	186,960	Starlac	5,330
		<b>Associated Food Stores</b>	<b>\$62,490</b>		
<b>American Chicle Co.</b>	<b>\$1,480,380</b>	<b>Associated Hospital Service</b>	<b>\$473,010</b>	<b>Bawman Biscuit Co.</b>	<b>\$169,890</b>
Adams Clove Gum	31,060	Blue Cross Hospitalization	399,440	Supreme Cracker & Cookies	169,890
Beeman's Gum	141,000	Blue Shield	73,570		
Certs	102,670			<b>Braun Baking Co.</b>	<b>\$114,400</b>
Chiclets	86,390	<b>Associated Products, Inc.</b>	<b>\$1,223,040</b>	Roman Meal Bread	114,400
Clorets	360,190	Rival Dog Food	509,160		
Dentyne	383,770	<b>Atchisan-Tapeka-Santa Fe</b>	<b>\$133,650</b>	<b>Bristol-Myers Co.</b>	<b>\$864,040</b>
Rolaids	372,300	Rail Travel	133,650	Ban Deodorant	108,680
				Bufferin	501,510
<b>American Home Products</b>	<b>\$1,965,900</b>	<b>Atlantic Refining Co.</b>	<b>\$320,580</b>	Ipana Dentifrices	31,130
Chef Boy-Ar-Dee		Atlantic Gas & Oil	320,580	Mum Deodorants	9,510
Quality Foods	1,168,710			Sal Hepatica	4,380
Dennison's Foods	122,020	<b>Ballantine, P., &amp; Sons</b>	<b>\$1,852,280</b>	Sentry Dentifrice	107,450
Aero Shave	24,220	Ballantine Ale	1,253,390	Theraban	17,720
Aero Wax	47,190	Ballantine Beer	598,890	Vitalis Hair Creme	15,520
Easy-Off Oven Cleaner	27,660			Vitalis Hair Tonic	31,150
Wizard Deodorizers	28,550	<b>Bardahl Oil Co.</b>	<b>\$347,110</b>		
		Oil Additive	347,110	<b>Brown Shae Co.</b>	<b>\$383,050</b>
<b>American Motors Corp.</b>	<b>\$128,910</b>	<b>Bavarian Brewing Co.</b>	<b>\$276,840</b>	Buster Brown Shoes	265,560
Kelvinator Appliances	68,710	Bavarian Beer	276,840	Robin Hood Shoes	117,490
Nash Cars	59,620				
		<b>Bayuk Cigars Co.</b>	<b>\$77,290</b>	<b>Brawn &amp; Williamsan</b>	
<b>American Stores Ca.</b>	<b>\$409,240</b>	Bayuk Cigars	17,200	<b>Tabacca Ca.</b>	<b>\$11,288,620</b>
Food Stores	409,240	Phillies Cigars	57,490	Raleigh	1,733,680
				Tube Rose Snuff	16,550
<b>American Tabacca Ca.</b>	<b>\$1,206,280</b>	<b>Beatrice Foods Ca.</b>	<b>\$356,870</b>	Viceroy	5,373,290
Herbert Tareyton Cigarettes	28,800	Meadow Gold Dairy Products	271,910		
Lucky Strike Cigarettes	118,570			<b>Burger Brewing Co.</b>	<b>\$179,010</b>
Pall Mall Cigarettes	390,570	<b>Bekin's Van &amp; Storage Ca.</b>	<b>\$113,390</b>	Burger Ale	60,530
		Moving & Storage	113,390	Burger Beer	118,480
<b>Anchor San. &amp; Amer. Heating</b>	<b>\$113,930</b>	<b>Best Foods, Inc.</b>	<b>\$914,550</b>		
Heating Supplies	113,930	Gold Plate Foods	17,090	<b>Cal Fame Ca.</b>	<b>\$63,730</b>
		Hellmann's Mayonnaise	268,590	Orange Juice	61,030
<b>Anheuser-Busch, Inc.</b>	<b>\$1,534,680</b>	Nucoa Margarine	218,950		
Budweiser Ale	7,990	Skippy Peanut Butter	149,180	<b>Canada Dry Ca. Battlers</b>	<b>\$360,430</b>
Budweiser Beer	1,154,210			Canada Dry Ginger Ale	232,900
		<b>Bethlehem Steel Co.</b>	<b>\$181,510</b>	Canada Dry Soft Drinks	123,350
<b>Antell, Charles, Inc.</b>	<b>\$2,774,170</b>	Steel Products	181,510	Canada Dry Sparkling Water	4,080
Charles Antell Cosmetics	1,686,160				
Charles Antell Spray Net	31,410	<b>Better Living Enterprises</b>	<b>\$1,312,440</b>	<b>Carling Brewing Co., Inc.</b>	<b>\$1,348,860</b>
Chignon	120	Various Household Products	636,200	Carling's Black Label Beer	905,410
Custom Mop	110	Appliances	603,270	Carling's Red Cap Ale	279,440
				Stag Beer	164,010

(Continued)



# SPOT FILM CLIENTS . . . continued

<b>Carnation Co.</b>	<b>\$1,154,340</b>	<b>Dean Milk Co.</b>	<b>\$73,580</b>	Evaporated Milk	2,730
Alber's Cereals	24,000	Dairy Products	73,580	Ice Cream	11,030
Alber's Cornflakes	56,440	<b>Drewry's Ltd.</b>	<b>\$606,970</b>	<b>Frito Co.</b>	<b>\$424,190</b>
Alber's Flapjack Mix	29,750	Drewry's Ale	16,680	Champion Foods	16,780
Alber's Oats	16,490	Drewry's Beer	521,680	Cheetos	77,430
Carnation Malted Milk	3,510	<b>Duffy-Mott Co.</b>	<b>\$572,150</b>	Fritos	302,250
Dairy Products	121,510	Apple Products	570,110	Tatos	25,570
Dacascus Milk	6,300	Sunsweet Prune Juice	2,040	<b>Frontier Foods Corp.</b>	<b>\$378,210</b>
Evaporated Milk	129,190	<b>Du Pont, E. I., De Nemours</b>	<b>\$942,180</b>	Flav-R Straws	375,720
Friskies Dog Food	671,080	Duco Paints	108,070	<b>Fuller, W. P., &amp; Co.</b>	<b>\$154,530</b>
Gold Cross Milk	16,430	Institutional	222,270	Fuller Paints	154,530
Ice Cream	12,870	Motor Oil Additive	660	<b>G. H. P. Cigar</b>	<b>\$435,780</b>
Instant Milk	25,330	Nylon Products	3,120	El Producto Cigars	370,800
Topic Canned Milk	8,930	Remington Guns & Ammunition	35,940	La Palina Cigars	43,790
<b>Carter Products, Inc.</b>	<b>\$4,535,210</b>	Zerex & Zerone Anti-Freeze	221,530	Lovera Cigars	21,190
Arrid Deodorant	1,470,260	<b>Duquesne Brewing Co.</b>	<b>\$512,800</b>	<b>Gallo Winery E. &amp; J.</b>	<b>\$1,130,820</b>
Carter's Little Liverpills	1,202,670	Duquesne Ale	27,300	Gallo Wine	1,091,980
Nair	1,074,830	Duquesne Beer	485,500	<b>General Cigar Co.</b>	<b>\$584,270</b>
Rise Shaving Cream	787,140	<b>E &amp; B Brewing Co.</b>	<b>\$96,410</b>	Robert Burns Cigarrillos	7,180
<b>Chesty Foods, Inc.</b>	<b>\$188,830</b>	Ale	83,460	Robert Burns Cigars	348,620
Potato Chips	188,830	Beer	12,950	Van Dyck Cigars	42,120
<b>Chock-Full-O Nuts</b>	<b>\$308,350</b>	<b>Eastern Air Lines, Inc.</b>	<b>\$219,000</b>	White Owl Cigars	186,350
Coffee Regular	308,350	Air Travel	219,000	<b>General Electric Co.</b>	<b>\$1,039,800</b>
<b>Chrysler Corp.</b>	<b>\$1,914,160</b>	<b>Eastman Kodak Co.</b>	<b>\$229,740</b>	G.E. Appliances	733,750
All Chrysler Corp., Cars	28,570	Cameras	160,590	G.E. Bulbs	1,500
<b>Chunky Chocolate Corp.</b>	<b>\$195,850</b>	Films	69,150	G.E. Radios	9,410
Chunkies Candy	195,850	<b>Electric Auto-Lite Co.</b>	<b>\$61,350</b>	G.E. Washing Machines	99,620
<b>Cities Service Co.</b>	<b>\$271,830</b>	Batteries	60,570	Hotpoint Appliances	157,900
Cities Service Gas & Oil	271,830	<b>Emerson Drug Co.</b>	<b>\$562,660</b>	Telechron Clocks	2,520
<b>Clairol, Inc.</b>	<b>\$128,010</b>	Bromo Seltzer	511,640	<b>General Electric Supply</b>	<b>\$306,090</b>
Miss, Clairol	128,010	<b>Emerson Radio &amp; Phono.</b>	<b>\$52,370</b>	G.E. Appliances	221,190
<b>Clinton Merchandising Corp.</b>	<b>\$383,410</b>	Emerson Radios	26,730	Hotpoint Appliances	79,750
Clothing	383,410	Emerson TV Sets	25,640	<b>General Foods Corp.</b>	<b>\$9,415,940</b>
<b>Coca-Cola Co., Bottlers</b>	<b>\$3,697,460</b>	<b>Englander Co. Dealers</b>	<b>\$117,210</b>	Bakers' Inst. Chocolate	44,350
Coca-Cola	3,683,910	Mattresses	117,210	Birdseye Frozen Foods	1,230,660
<b>Colgate-Palmolive Co.</b>	<b>\$7,314,700</b>	<b>Esslinger's, Inc.</b>	<b>\$101,420</b>	Good Seasons Salad Dress.	22,040
Ad Detergent	167,320	Beer	101,420	Maxwell House Coffee Inst.	4,318,140
Brisk Dentifrice	1,447,160	<b>Esso Standard Oil Co.</b>	<b>\$2,192,040</b>	Maxwell House Coffee	
Colgate Dental Cream	2,539,320	Esso Gas & Oil	2,190,780	Inst., Reg.	312,110
Colgate Shave Cream	442,500	Flit	1,260	Post's Cereals	421,820
Deodorant Beauty Soap	253,800	<b>Faith For Today, Inc.</b>	<b>\$102,190</b>	Post's Grape-Nuts Flakes	70,570
Halo Shampoo	280,910	Religion	102,190	Post's Sugar Crisp	82,690
Palmolive Shave Cream	498,240	<b>Falls City Brewing Co.</b>	<b>\$98,720</b>	<b>General Mills, Inc.</b>	<b>\$669,040</b>
Palmolive Soap	7,560	Beer	98,720	Answer Cake Mix	33,390
Rapid Shave Cream	343,080	<b>Fallstaff Brewing Corp.</b>	<b>\$1,224,430</b>	Bisquick	1,920
Vel Detergent	598,660	Falstaff Beer	1,224,430	Cheerios	83,680
Veto Deodorant	83,090	<b>Fels &amp; Co.</b>	<b>\$190,870</b>	Gold Medal Flour	57,580
<b>Colonial Stores, Inc.</b>	<b>\$274,620</b>	Fels Naptha Inst. Granules	153,530	Kix Cereal	11,330
Food Stores	274,620	Fels Naptha Soap Chips	37,340	Sugar Jets	1,320
<b>Continental Baking Co.</b>	<b>\$5,732,480</b>	<b>Felton, Sibley &amp; Co., Inc.</b>	<b>\$55,060</b>	Trix Cereal	12,810
County Fair Bread	33,480	Paint	55,060	Various Cereals	11,600
Hostess Cakes	719,400	<b>Florida Citrus Commission</b>	<b>\$1,972,450</b>	Wheaties	45,850
Morton Frozen Foods	1,160,270	Citrus Products	1,972,450	<b>General Motors Corp.</b>	<b>\$3,487,860</b>
Profile Bread	975,460	<b>Ford Motor Co.</b>	<b>\$3,332,620</b>	AC Spark Plugs	124,510
Staff Bread	292,400	Ford Cars	2,981,590	All G.M. Cars	29,630
Twinkies	75,600	Ford Tractors	26,940	Buick Cars	75,970
Wonder Bread	2,366,080	Ford Trucks	113,980	Chevrolet Cars	953,220
Wonder Rolls	5,870	Lincoln Cars	95,990	Chevrolet Trucks	18,090
<b>Continental Oil Co.</b>	<b>\$507,900</b>	Mercury Cars	107,900	Delco Batteries	49,530
Conoco Gas & Oil	507,900	<b>Foremost Dairies, Inc.</b>	<b>\$510,510</b>	Frigidaire Appliances	67,070
<b>Cott Beverages, Inc., Bottlers</b>	<b>\$118,820</b>	Dairy Products	496,360	Oldsmobile Cars	1,516,611
Soft Drinks	118,820	<b>Genesee Brewing Co.</b>	<b>\$178,920</b>	Pontiac Cars	544,780
<b>Dawson Brewing Co.</b>	<b>\$65,120</b>	Genesee Ale	51,070	<b>General Tire &amp; Rubber Co.</b>	<b>\$395,860</b>
Dawson's Ale	25,660	Genesee Beer	127,850	General Tires	363,960
Dawson's Lager Beer	39,460				

(Continued)



First Again...

# KDAL TV

## 19th Annual Billboard Award

FOR 3 CONSECUTIVE YEARS  
**FIRST IN RADIO!** . . .  
**NOW FIRST IN TV!**

*HERE ARE THE REASONS:*

### COVERAGE

29 counties in Northern Minnesota, Wisconsin and Michigan utilizing Minnesota's highest tower (816½ feet above ground, 2049 feet above sea level) and serving 144,700 \* TV HOMES.

### FACILITIES

100,000 watts on Minnesota's finest Channel - Channel 3 - Networks - CBS - ABC.

### AUDIENCE

First in *every* survey (ARB, NCS, Pulse) taken in Duluth-Superior market. 16 of the top 17 network shows in March 1957, ARB.

### PROMOTION AND MERCHANDISING

KDAL-TV offers one of the most complete promotion and merchandising programs in the nation. Proof is four **FIRST PLACE** Billboard Magazine promotion awards in Audience and Sales Promotion!

*\*CBS Research*

*For more details on an amazing market story, see . . .*

AVERY-KNODEL, National Representatives — HARRY HYETT, Minneapolis — W. E. McCLENAHAN, Milwaukee

FIRST IN THE NATION

## KDAL-TV

FIRST IN THE TWIN PORTS

CHANNEL 3—DULUTH, MINNESOTA



# SPOT FILM CLIENTS . . . continued

<b>Gillette Co.</b> .....	<b>\$1,782,860</b>	<b>Keebler Biscuit Co.</b> .....	<b>\$477,430</b>	<b>Liggett &amp; Myers Tobacco Co.</b> .....	<b>\$4,400,900</b>
Gillette Blades .....	21,900	Cookies & Crackers .....	477,430	Chesterfield .....	1,106,590
Gillette Razors .....	49,100			L & M .....	3,294,310
<b>Gluek Brewing Co.</b> .....	<b>\$76,380</b>	<b>Kellogg Company</b> .....	<b>\$4,810,530</b>	<b>Lion Oil Co.</b> .....	<b>\$70,200</b>
Beer .....	76,380	All Bran .....	33,150	Gas & Oil .....	70,200
<b>Gold Seal Co.</b> .....	<b>\$535,480</b>	Corn Flakes .....	52,640		
Glass Wax .....	293,950	Gro-Pup Dog Food .....	81,120	<b>Lone Star Brewing Co.</b> .....	<b>\$432,440</b>
Snowy Bleach .....	240,750	Rice Krispies .....	10,660	Lone Star Beer .....	432,440
<b>Good Humor Corp.</b> .....	<b>\$167,810</b>	Special K Cereal .....	1,028,600		
Ice Cream .....	167,810	Sugar Frosted Flakes .....	49,770	<b>Lorillard, P., &amp; Co.</b> .....	<b>\$2,148,610</b>
<b>Gordon Baking Co.</b> .....	<b>\$313,240</b>	<b>Keystone Steel &amp; Wire Co.</b> .....	<b>\$48,230</b>	Kent Cigarettes .....	188,280
Silvercup Bread .....	313,240	Fences .....	15,440	Old Gold Cigarettes .....	1,958,800
<b>Grant Co.</b> .....	<b>\$397,070</b>	Steel & Wire .....	32,790		
Various Mail Order Items .....	397,070	<b>Knemark Mfg. Co.</b> .....	<b>\$83,570</b>	<b>Lucky Lager Brewing Co.</b> .....	<b>\$680,600</b>
<b>Great A &amp; P Tea Co.</b> .....	<b>\$902,830</b>	Esquire Shoe Polish .....	83,570	Lucky Lager Beer .....	680,600
A & P Food Stores .....	902,830	<b>Knudsen Creamery Co.</b> .....	<b>\$168,780</b>		
<b>Greyhound Corp.</b> .....	<b>\$639,470</b>	Dairy Products .....	168,780	<b>M. J. B. Co.</b> .....	<b>\$848,630</b>
Bus Travel .....	639,470	<b>Krantz Brewing Co.</b> .....	<b>\$65,260</b>	MJB Coffee Inst./Reg. .....	427,580
<b>Griesedieck Bro. Brew Co.</b> .....	<b>\$136,560</b>	Old Dutch Beer .....	65,260	MJB Coffee Regular .....	312,980
Griesedieck Beer .....	136,560	<b>Kresge, S. S., Co.</b> .....	<b>\$346,610</b>	<b>Magees, Inc.</b> .....	<b>\$71,500</b>
<b>Gunther Brewing Co.</b> .....	<b>\$464,550</b>	Variety Stores .....	346,610	Electrical Appliances .....	71,500
Gunther Ale .....	3,810	<b>Kroger Co.</b> .....	<b>\$678,160</b>	<b>Magnolia Petroleum Co.</b> .....	<b>\$254,260</b>
Gunther Beer .....	460,740	Food Stores .....	678,160	Mobilgas & Mobiloil .....	254,260
<b>Hall, Robert Clothes</b> .....	<b>4,450,490</b>	<b>Krueger, G., Brewing Co.</b> .....	<b>\$347,170</b>	<b>Maier Brewing Co.</b> .....	<b>\$53,050</b>
<b>Hamm, Theo., Brewing Co.</b> .....	<b>\$1,309,110</b>	Krueger Ale .....	153,620	Brew 102 Beer .....	53,050
Hamm Beer .....	1,309,110	Krueger Beer .....	193,550	<b>Malt-o-Meal Co.</b> .....	<b>\$323,120</b>
<b>Heidelberg Brewing Co.</b> .....	<b>\$108,520</b>	<b>Labor Savers, Inc.</b> .....	<b>\$205,180</b>	Malt-O-Meal .....	323,120
Beer .....	108,520	Homecraft Electric Spray Gun .....	205,180	<b>Mars, Inc.</b> .....	<b>\$555,670</b>
<b>Heinz, H. J. Co.</b> .....	<b>\$1,334,260</b>	<b>Langendorf United Bakeries</b> .....	<b>\$700,740</b>	Mars Candy Bars .....	496,260
57 Varieties Food Prod. .....	1,334,260	Breads .....	521,610	Milky Way Candy Bars .....	59,410
<b>Hekman Biscuit Co.</b> .....	<b>\$118,650</b>	Langendorf Bread .....	97,800	<b>Mayer, Oscar, &amp; Co.</b> .....	<b>\$567,430</b>
Cookies & Crackers .....	118,650	<b>La Rosa, V., &amp; Sons, Inc.</b> .....	<b>\$455,650</b>	<b>Mennen Co.</b> .....	<b>\$595,500</b>
<b>Hinshaw's Dept. Stores</b> .....	<b>\$54,600</b>	Macaroni .....	400,770	Mennen Afta Shave Lotion .....	216,580
<b>Hi-V Corp.</b> .....	<b>\$127,850</b>	Ravioli .....	630	Mennen After Shave Talcum .....	1,390
Orange Juice Concentrate .....	127,850	Spaghetti .....	36,810	Mennen Cream Hair Oil .....	1,390
<b>Household Finance Corp.</b> .....	<b>\$503,500</b>	<b>Lay, H. W., &amp; Co.</b> .....	<b>\$74,370</b>	Mennen Foam Shave .....	86,350
Insurance .....	10,070	Lay's Potato Chips .....	71,610	Mennen Shampoo .....	2,490
Loans .....	493,430	<b>Lee Tire &amp; Rubber Corp.</b> .....	<b>\$103,890</b>	Mennen Shave Cream .....	49,980
<b>Humble Oil &amp; Refining Co.</b> .....	<b>\$184,630</b>	Lee Tires .....	103,890	Mennen Skin Bracer .....	85,110
Humble Gas & Oil .....	184,630	<b>Leonard Refineries</b> .....	<b>\$101,900</b>	Mennen Spray Deodorant .....	44,190
<b>Independent Grocer's Alliance</b> .....	<b>\$96,570</b>	D-X Motor Oil .....	36,510	Mennen Tube Shave .....	82,590
Groceries .....	39,000	Leonard Gas .....	65,390	<b>Miles Laboratories, Inc.</b> .....	<b>\$5,354,730</b>
I. G. A. Stores .....	57,570	<b>Lever Brothers Co.</b> .....	<b>\$4,535,010</b>	Alka-Seltzer .....	4,498,070
<b>Interstate Bakeries</b> .....	<b>\$359,880</b>	Breeze .....	64,620	Bactine .....	284,950
Blue Seal Bread .....	50,250	Dove Toilet Soap .....	497,710	One-A-Day Brand Vitamins .....	429,980
Bread .....	125,280	Good Luck Margarine .....	51,730	<b>Miller Brewing Co.</b> .....	<b>\$281,260</b>
Butternut Bread .....	81,280	Imperial Margarine .....	1,378,220	Miller High Life Beer .....	281,260
Mrs. Karl's Bread .....	10,080	Lifebuoy Soap .....	77,570	<b>Molson Brewery, Ltd.</b> .....	<b>\$148,760</b>
Weber's Bread .....	54,030	Lux Liquid Detergent .....	15,810	Molson's Ale .....	97,950
<b>Jackson Brewing Co.</b> .....	<b>\$566,660</b>	Lux Toilet Soap .....	57,950	Molson's Beer .....	50,810
Jax Ale .....	1,690	Pepsodent .....	118,390	<b>Murphy Prods. Co.</b> .....	<b>\$156,320</b>
Jax Beer .....	564,970	Rinso .....	288,680	Livestock & Poultry Feed .....	156,320
<b>Kay, Gerold O., &amp; Assoc.</b> .....	<b>\$79,720</b>	Wisk .....	1,874,410	<b>Narragansett Brewing Co.</b> .....	<b>\$290,410</b>
Bendix Appliances .....	39,860	<b>Lewis Food Co.</b> .....	<b>\$657,120</b>	Croft Ale .....	112,660
Crosley Radios .....	39,860	Dr. Ross Cat Food .....	270,010	Narragansett Ale .....	77,460
		Dr. Ross Dog Food .....	323,330	Narragansett Beer .....	100,290
		Skippy Dog Food .....	61,870	<b>National Airlines, Inc.</b> .....	<b>\$260,930</b>
		<b>Libby, McNeil &amp; Libby</b> .....	<b>\$412,410</b>	<b>National Biscuit Co.</b> .....	<b>\$5,536,500</b>
		Baby Foods .....	189,970	Dromedary Cake Mix .....	983,060
		Canned Pineapple .....	120,660	Home Town Bread .....	9,020
		<b>Liebmann Breweries, Inc.</b> .....	<b>\$768,660</b>	Master Plan Bread .....	142,210
		Rheingold Beer .....	768,660	Milk Bone .....	77,370
				Millbrook Bread .....	20,320

(Continued)



## Memo to our readers:

In a further expansion of SPONSOR services - two full factual, interpretive, down-to-earth newsletters will be published in each weekly issue of SPONSOR

**SPONSOR-SCOPE** - Since 27 October 1956 - Four pages of top trends and happenings for agencies and advertisers (on yellow stock)

**FILM-SCOPE** - Beginning 3 August 1957 - Two weekly pages capturing the key events and trends in TV film (on green stock)

Norm Glenn



# SPOT FILM CLIENTS . . . continued

Nabisco Cookies & Crackers	3,059,090	Pearl Brewing Corp.	\$264,420	Quaker Oats Co.	\$619,200
Nabisco Shredded Wheat	178,110	Pearl Beer	264,420	Aunt Jemima Corn Meal	18,640
Nabisco Shredded Wheat Jrs	203,670	Pepper, Dr., Co. Bottlers	\$716,790	Aunt Jemima Flour	6,060
Nabisco Various Cereals	166,270	Dr. Pepper Soft Drinks	700,910	Aunt Jemima Pancake Mix	49,420
NBC Bread	170,340	Petersen Baking Co.	\$114,890	Aunt Jemima Waffle Mix	13,820
Pal Dog Foods	23,150	Peter Pan Bread	114,700	Corn Bread Mix	394,450
Ranger Joe Cereal	12,930	Petri Wine Co.	\$497,310	Ful-O-Pep Feed	15,720
Rice Honeys	324,430	G & D Vermont	24,760	Quaker Oats	45,890
Wheat Honeys	154,060	G & D Wine	25,120	Various Cereals	43,190
National Brewing Co.	\$692,150	Italian Swiss Colony Wine	310,140	RCA Dealers	\$96,180
National Bohemian Beer	605,220	Petri Wine	137,290	RCA Appliances	9,670
National Premium Beer	86,930	Pfeiffer Brewing Co.	\$228,980	RCA Radios	750
National Carbon Co.	\$342,690	Beer	228,980	RCA TV Sets	48,800
Eveready Batteries	204,320	Pharmaceuticals, Inc.	\$1,108,580	Ralston-Purina Co.	\$1,143,750
Prestone Anti-Freeze	138,370	Ceritol	190,060	Instant Ralston Cereal	21,710
National Clothing Co.	\$53,650	Sominex	63,780	Poultry Feeds	6,110
Notional Dairy Products	\$1,246,530	Various Drugs	62,540	Purina Chows	157,060
Kraft Various Products	157,250	Zarumin	33,560	Purina Dog Chow	714,570
Sealtest Dairy Products	153,050	Phillips Petroleum Co.	\$624,370	Purina Feeds	7,180
Sealtest Ice Cream	68,950	Phillips 66 Gas & Oil	618,640	Ralston Cereals	141,220
Notional Tea Co.	\$136,040	Tires	5,060	Ry-Krisp	93,300
Food Stores	136,040	Trop-Arctic Motor Oil	670	Roth Packing Co.	\$790,620
Nationwide Insurance Co.	\$283,100	Piel Bros., Inc.	\$1,485,300	Canned Meats	64,840
Natural Gas Co.	\$65,520	Piel's Beer	1,485,300	Chopettes	320,630
Natural Gas Utilities	65,520	Pillsbury Mills, Inc.	\$692,150	Meat Products	389,510
Nehi Corp./Bottlers	\$1,614,150	Ballard & Ballard Biscuit	80,820	Regal Pale Brewing Co.	\$412,550
Nehi	243,340	Ballard Flour	69,260	Regal Pale Beer	412,550
Royal Crown Cola	1,328,700	Ballard Meal	2,090	Reilly, Wm. B., & Co., Inc.	\$758,720
Nestle Co., Inc.	\$2,374,920	Feeds	40,800	Luzianne Coffee Inst/Reg	415,340
Decaf Instant Coffee	717,320	Obelisk Flour	89,090	Luzianne Coffee Reg.	284,230
Nescafé Instant Coffee	324,130	Pillsbury Cake Mixes	74,240	Renoire Corp.	\$74,110
Nestle's Instant Coffee	1,098,010	Pillsbury Flour	254,150	Food Freezer Plan	74,110
New England Provision Co.	\$71,710	Pillsbury Pancake Mix	6,830	Reynolds, R. J., Tobacco Co.	\$1,952,760
Meats	71,710	Pittsburgh Brewing Co.	\$280,750	Camel	680,690
New York Centrol Railroad	\$85,610	Iron City Beer	183,560	Winston	806,960
Norwich Pharmacol Co.	\$123,670	Tech Beer	97,190	Richfield Oil Corp.	\$543,010
Pepto-Bismol	123,670	Power Products, Inc.	\$210,100	Richfield Gas & Oil	543,010
Oertel Brewing Co.	\$139,350	Baltimore Slicer	3,600	Richmon Brothers Co.	\$154,700
Beer	139,350	Blendor	50,630	Clothing	154,700
Ohio Oil Co.	\$299,990	Super Jet Spray Gun	155,870	Roberts, Rev., Orol	\$460,780
Marathon Gas & Oil	299,990	Prince Mocaroni Co.	\$94,690	Religion	460,780
Oklohomo Oil Co.	\$127,020	Macaroni	61,420	Ronzoni Mocaroni Co.	\$281,070
Oklahoma Oil	127,020	Spaghetti	33,270	Macaroni	281,070
Olympio Brewing Co.	\$149,380	Procter & Gamble Co.	\$17,522,450	Rosen Roymond Co.	\$78,340
Olympia Beer	149,380	Biz Liquid Detergent	61,570	RCA Products	78,340
Pabst Brewing Co.	\$1,962,580	Big Top Peanut Butter	633,770	Roto-Broil Corp. of Amer.	\$305,090
Eastside Beer	983,430	Cheer	783,770	Rotisseries	305,090
Pabst Beer	977,240	Crest	2,818,170	Ruppert, Jacob, Brewery	\$489,400
Pan-Am Southern Corp.	\$381,790	Dash	1,693,880	Knickerbrocker Beer	454,140
Pan-Am Gas & Oil	381,790	Drene Shampoo	213,270	Ruppert Beer	35,260
Pan-American World Airways	\$63,800	Duz	743,500	Safeway Stores, Inc.	\$978,430
Porker Pen Co.	\$60,650	Fluffo	147,610	Food Stores	694,880
Parker Pens	60,650	Gleem	1,609,620	Schaefer, F. & M., Brew. Co.	\$648,040
Paxton & Gallagher Co.	\$665,810	Ivory Flakes	1,024,660	Schaefer Beer	648,040
Butter-Nut Coffee Reg.	665,810	Joy	1,785,900	Schlitz, Jos. E., Brewing Co.	\$638,370
Quaker City Choc. & Conf. Co.	\$200,130	Lava Soap	1,288,630	Schlitz Beer	638,370
Good & Plenty Candy	200,130	Oxydol	774,220	Schludenberg, W.,-T. J.	\$110,710
		Prell Shampoo	226,030	Kurdle Co.	110,710
		Secret Cream Deodorant	27,390	Esskay Meats	
		Tide	513,820		
		Velvet Blend Shampoo	39,860		
		Whirl Liquid Shortening	36,930		
		Zest Beauty Bar	139,020		

(Continued)



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MANY TIMES .....  
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# PULSE AREA SURVEY

MAY 6-13, 1957

IN THESE 25 COUNTIES .....

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**IN  
168  
QUARTER HOURS  
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DAILY-6 P. M. TO SIGN-OFF  
WWTV  
LED IN  
152**

ANTRIM  
BENZIE  
CHARLEVOIX  
CLARE  
CRAWFORD  
EMMET  
GLADWIN  
GRAND TRAVERSE  
GRATIOT  
ISABELLA  
KALKASKA  
LAKE  
LEELANAU  
MANISTEE  
MASON  
MECOSTA  
MIDLAND  
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MONTCALM  
NEWAYGO  
OCEANA  
OSCEOLA  
OTSEGO  
ROSCOMMON  
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# SPOT FILM CLIENTS . . . continued

<b>Schmidt, G., &amp; Sons, Inc.</b> .....	<b>\$268,830</b>	<b>Sterling Breweries, Inc.</b> .....	<b>\$137,880</b>	<b>U. S. Borox &amp; Chemical Corp.</b> .....	<b>\$1,097,930</b>
Ale .....	63,720	Beer .....	137,880	Boraxo .....	292,080
Beer .....	205,110			Twenty Mule Team Borax .....	805,850
<b>Schoenling Brewing Co.</b> .....	<b>\$346,230</b>	<b>Sterling Drug, Inc.</b> .....	<b>\$8,823,300</b>	<b>U. S. Tobacco Co.</b> .....	<b>\$524,430</b>
Beer .....	346,230	Bayer Aspirin .....	2,994,960	Encore .....	482,580
<b>Schonbrunn, S. A., &amp; Co., Inc.</b> .....	<b>\$281,780</b>	Dr. Lyon's Dentifrices .....	635,830	<b>United Vintners, Inc.</b> .....	<b>\$228,990</b>
Savarin Coffee Reg. ....	281,780	Double Danderine .....	114,640	Italian Swiss Colony Wine .....	61,060
<b>Scott Paper Co.</b> .....	<b>\$229,510</b>	Energine .....	438,390	Petri Wines .....	130,990
Cut-Rite Wax Paper .....	86,910	Fizrin .....	1,178,190	Wines .....	21,540
Scotkins .....	10,950	Haley's M. O. ....	851,930	<b>United-Whelon Stores Corp.</b> .....	<b>\$154,440</b>
Scott Tissue .....	62,230	Ironized Yeast .....	149,900	Stores .....	77,220
Scott Towels .....	7,460	Mollé Shaving Soap .....	288,090	Various Products .....	77,220
Scottie Tissues .....	46,560	Phillips Milk of Magnesia .....	1,262,070	<b>Wagner, August, Breweries</b> .....	<b>\$76,270</b>
Soft-Weve .....	14,100	<b>Storz Brewing Co.</b> .....	<b>\$135,020</b>	Augustiner Beer .....	33,170
<b>Sealy Mattress Co. Dirs.</b> .....	<b>\$795,680</b>	Beer .....	135,020	Gambrinus Beer .....	43,100
Sealy Mattresses .....	795,680	<b>Strietmann Biscuit Co.</b> .....	<b>\$143,750</b>	<b>Wolgreen Co.</b> .....	<b>\$508,580</b>
<b>Seors Roebuck &amp; Co.</b> .....	<b>\$350,250</b>	Cookies & Crackers .....	143,750	Drug Stores .....	508,580
Stores & Mail Order .....	317,250	<b>Studebaker-Packard Corp.</b> .....	<b>\$653,210</b>	<b>Wonder Co.</b> .....	<b>\$263,300</b>
<b>Seven-Up Co. Bottlers</b> .....	<b>\$1,201,450</b>	Packard Cars .....	253,750	Ovalmix .....	33,080
Seven-Up .....	1,201,450	Studebaker Cars .....	395,610	Ovaltine .....	230,220
<b>Sheaffer, W. A., Pen Co.</b> .....	<b>\$125,610</b>	Studebaker Trucks .....	3,850	<b>Word Baking Co.</b> .....	<b>\$848,230</b>
Sheaffer Pens .....	125,610	<b>Sun Drug Co.</b> .....	<b>\$123,760</b>	Aunt Hannah Bread .....	15,840
<b>Shell Oil Co.</b> .....	<b>\$2,000,220</b>	Drug Products .....	123,760	Tip Top Bread .....	641,990
Shell Gas & Oil .....	2,000,220	<b>Sun Roy Drug Co.</b> .....	<b>\$128,700</b>	Tip Top Cakes .....	159,690
<b>Signal Oil Co.</b> .....	<b>\$81,000</b>	Drug Stores .....	128,700	<b>Word Drug Co.</b> .....	<b>\$52,410</b>
Signal Gas & Oil .....	81,000	<b>Sunshine Biscuit Co.</b> .....	<b>\$810,070</b>	Drug Chain .....	52,410
<b>Simoniz Co.</b> .....	<b>\$537,180</b>	Cookies & Crackers .....	810,070	<b>Worner-Lombert Pharmo. Co.</b> .....	<b>\$5,820,440</b>
Ivalon Sponges .....	112,950	<b>Swift &amp; Co.</b> .....	<b>\$1,091,940</b>	Listerine Antiseptic .....	1,341,500
Simoniz Floor Wax & Polish .....	47,810	Butter .....	450	Listerine Dentifrice .....	1,291,606
Simoniz Hi-Lite Polish .....	227,850	Frozen Foods .....	73,510	Quick Home Permanent .....	336,030
Simoniz Polishes .....	54,120	Frozen Meats .....	309,160	<b>West End Brewing Co.</b> .....	<b>\$346,060</b>
Simoniz Waxes .....	56,770	Ice Cream .....	113,380	Utica Club Ale .....	88,580
<b>Sinclair Refining Co.</b> .....	<b>\$675,460</b>	Meat Products .....	324,550	Utica Club Beer .....	257,480
Sinclair Gas & Oil .....	675,460	Pard Dog Food .....	11,150	<b>White King Soap Co.</b> .....	<b>\$184,670</b>
<b>Singer Sewing Machine Co.</b> .....	<b>\$66,930</b>	Poultry .....	45,430	White King Cleaner .....	2,040
Singer Sewing Machines .....	66,930	Table Ready Meats .....	36,800	White King Detergent .....	126,970
<b>Skelly Oil Co.</b> .....	<b>\$139,440</b>	Vigoro Fertilizer .....	2,710	White King Granulated Soap .....	28,080
Skelgas & Oil .....	139,440	<b>Tofon Distributors, Inc.</b> .....	<b>\$821,950</b>	White King Toilet Soap .....	27,580
<b>Slenderello Co.</b> .....	<b>\$399,180</b>	Avatrons .....	48,800	<b>White, Martho, Mills, Inc.</b> .....	<b>\$174,630</b>
Reducing Salons .....	399,180	Kobar .....	11,970	Fortune Feed .....	2,430
<b>Socony Mobil Oil Co. Inc.</b> .....	<b>\$1,228,650</b>	Peels .....	98,980	Martha White Cake Mixes .....	25,280
Mobilgas & Mobiloil .....	1,228,650	RX 30 .....	11,340	Martha White Coffee Inst./Reg. ....	500
<b>Squirt Co. Bottlers</b> .....	<b>\$177,670</b>	Tafon .....	640,620	Martha White Corn Meal .....	34,950
Squirt Mixer .....	15,920	Triplehist .....	10,240	Martha White Flour .....	103,890
Squirt Soft Drink .....	161,750	<b>Tosty Baking Co.</b> .....	<b>\$93,640</b>	Martha White Jams .....	500
<b>Standard Food Markets</b> .....	<b>\$143,610</b>	Tasty Kake .....	93,640	<b>Whitehouse Co.</b> .....	<b>\$136,740</b>
Humpty Dumpty Food Mkts .....	146,610	<b>Terre Houte Brewing Co.</b> .....	<b>\$116,040</b>	Phonograph Records .....	124,910
<b>Stondord Oil Co. of Calif.</b> .....	<b>\$474,410</b>	Champagne Velvet Beer .....	116,040	<b>Wiedemann, George, Brewing</b> .....	<b>\$594,120</b>
Calso Gas .....	257,310	<b>Texas Electric Service Co.</b> .....	<b>\$65,490</b>	Wiedemann Beer .....	594,120
Chevron Gas .....	122,200	Light & Power .....	65,490	<b>Wilson &amp; Co., Inc.</b> .....	<b>\$312,050</b>
RPM Oil .....	94,900	<b>Texas Stote Optical Co.</b> .....	<b>\$71,310</b>	Bak-Rite Shortening .....	6,930
<b>Stondord Oil Co. of Ind.</b> .....	<b>\$1,247,170</b>	Optical Service .....	71,310	Canned Meats .....	15,680
Standard Gas & Oil .....	1,247,170	<b>Thrift Drug Co.</b> .....	<b>\$139,320</b>	Ideal Dog Food .....	2,360
<b>Standard Oil Co. of Ohio</b> .....	<b>\$537,540</b>	Drug Products .....	139,320	Meats .....	278,140
Sohio Gas & Oil .....	530,390	<b>Top Value Enterprises</b> .....	<b>\$1,041,480</b>	Wilson Dog Food .....	360
Tires .....	1,430	Top Value Trading Stamps .....	1,041,480	<b>Wisconsin Electric Power</b> .....	<b>\$80,830</b>
<b>Stegmaier Brewing Co.</b> .....	<b>\$201,900</b>	<b>Toy Guidance Council</b> .....	<b>\$92,720</b>	Electric Service .....	80,830
Stegmaier Ale .....	15,860	Toys .....	92,720	<b>Wisconsin Independent Oil</b> .....	<b>\$74,330</b>
Stegmaier Beer .....	186,040	<b>United Gas Co.</b> .....	<b>\$53,190</b>	Gas & Oil .....	74,330
		Appliances .....	10,230		
		Gas .....	12,330		
		Utilities .....	30,630		





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# 11. How do you convert film minutes to footage (and vice versa) ?

TABLE CONVERTS FILM FOOTAGE TO TIME OR VICE VERSA

FOOTAGE TO TIME				FOOTAGE TO TIME				TIME TO FOOTAGE in 35mm. . . . in 16mm							
in 35mm				in 16mm								Feet		Frames	
Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds					
1/2	00	00	.33	1/2	00	00	.80	00	00	.33			8		8
1	00	00	.67	1	00	01	.67	00	00	.50			12		12
2	00	01	.33	2	00	03	.33	00	00	.67			16		16
3	00	02	.00	3	00	05	.00	00	01	.00		1	8		24
4	00	02	.67	4	00	06	.67	00	02	.00		3	0	1	8
5	00	03	.33	5	00	08	.33	00	03	.00		4	8	1	32
6	00	04	.00	6	00	10	.00	00	04	.00		6	0	2	16
7	00	04	.67	7	00	11	.67	00	05	.00		7	8	3	0
8	00	.05	.33	8	00	13	.33	00	06	.00		9	0	3	24
9	00	06	.00	9	00	15	.00	00	07	.00		10	8	4	8
10	00	06	.67	10	00	16	.67	00	08	.00		12	0	4	32
20	00	13	.33	20	00	33	.33	00	09	.00		13	8	5	16
30	00	20	.00	30	00	50	.00	00	10	.00		15	0	6	0
40	00	26	.67	40	01	06	.67	00	20	.00		30	0	12	0
50	00	33	.33	50	01	23	.33	00	30	.00		45	0	18	0
60	00	40	.00	60	01	40	.00	00	40	.00		60	0	24	0
70	00	46	.67	70	01	56	.67	00	50	.00		75	0	30	0
80	00	53	.33	80	02	13	.33	01	00	.00		90	0	36	0
90	01	00	.00	90	02	30	.00	02	00	.00		180	0	72	0
100	01	06	.67	100	02	46	.67	03	00	.00		270	0	108	0
200	02	13	.33	200	05	33	.33	04	00	.00		360	0	144	0
500	05	33	.33	500	13	53	.33	05	00	.00		450	0	180	0
600	06	40	.00	600	16	40	.00	06	00	.00		540	0	216	0
700	07	46	.67	700	19	26	.67	07	00	.00		630	0	252	0
800	08	53	.33	800	22	13	.33	08	00	.00		720	0	288	0
900	10	00	.00	900	25	00	.00	09	00	.00		810	0	324	0
1000	11	06	.67	1000	27	46	.67	10	00	.00		900	0	360	0
2000	22	13	.33	2000	55	33	.33	20	00	.00		1800	0	720	0
3000	33	20	.00					30	00	.00		2700	0	1080	0

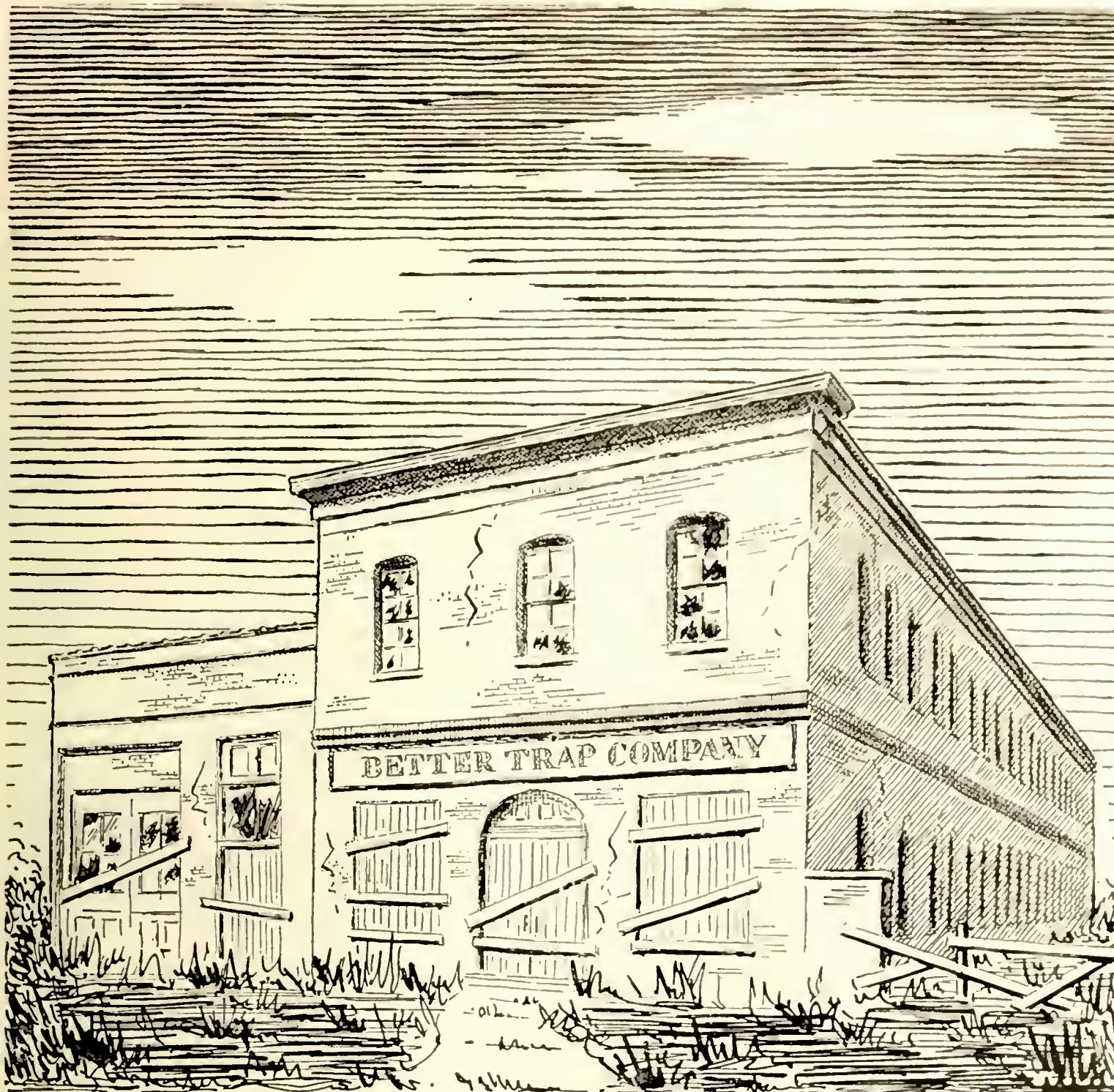
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Do you know how long it takes 2,683 feet of 35 mm. film to run? See answer below

For film men not equipped with time-footage converters, SPONSOR reproduces one developed by Peter Keane of Screen Gems. It permits calculations from footage to time and vice versa for both 16 mm. and 35 mm. It goes up to 33 minutes of running time for 35 mm. and 55 minutes for 16 mm. The figures are based on standard rates of travel in tv projectors. Since film people are familiar with standard-length films, the chart is useful in figuring out odd lengths of time and footage. In such cases, the user breaks down the figures into those already calculated in the

chart and merely adds them together. For example, if the user wants to find out how long 2,683 feet of 35 mm. will run, he goes about it this way. Referring to the chart shows that 2,000 feet runs 22 minutes and 13 seconds; 600 feet runs six minutes and 40 seconds; 80 feet runs 53 seconds and three feet runs about two seconds. That makes a total of 28 minutes and 108 seconds or 29 minutes and 48 seconds. The chart should also be useful in commercial production, where short lengths are common and careful calculations essential for tv's split-second timing.





## MOUSETRAP, STEAM TRAP, SEWER TRAP

*...it makes no difference*

. . . the world *won't* beat a path to the door of the man who builds a better one *and then doesn't advertise it* so that people will know about his product, know where it can be bought and how much it costs.

Advertising benefits the buyer, too. It tells you the product story, makes it easy for you to buy. Even more important to you, advertising leads

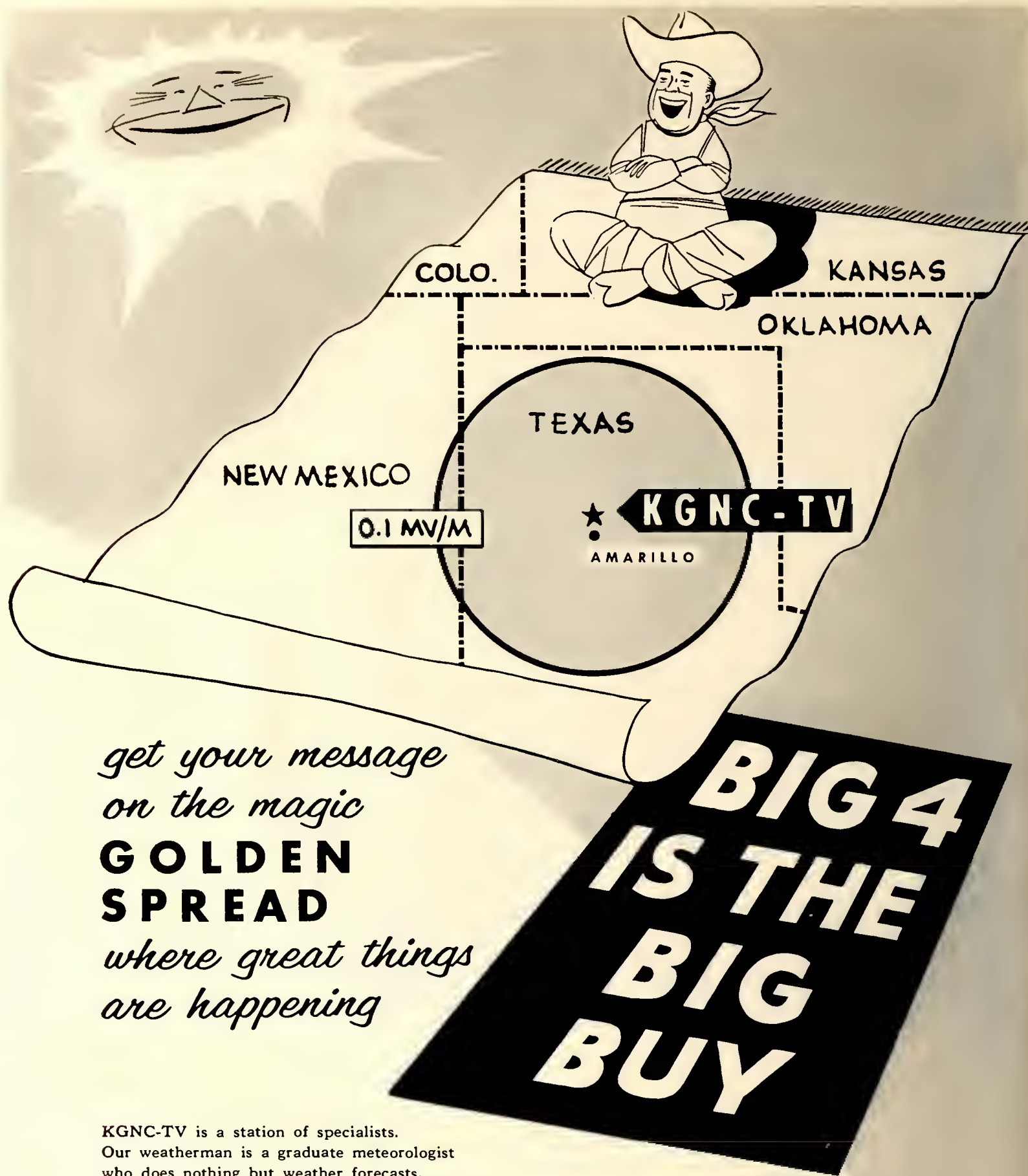
to mass production and volume sales . . . which means lower costs and lower prices.

Yes, "Advertising Benefits You" . . . 'specially business-paper advertising.



SPONSOR PUBLICATIONS INC





*get your message  
on the magic*  
**GOLDEN  
SPREAD**  
*where great things  
are happening*

KGNC-TV is a station of specialists.  
Our weatherman is a graduate meteorologist  
who does nothing but weather forecasts.  
Our sports man is exactly that — and one of  
the best. Our news men are specialists in news.  
That is their sole job. We maintain a  
complete farm department in connection  
with radio with two full-time men assigned  
to do nothing but handle farm news  
and programming.  
You can't go wrong when you buy Big 4!

# KGNC-TV

*Channel 4*  
AMARILLO, TEXAS

C O N T A C T   A N Y   K A T Z   M A N !



SECTION

# 5 COLOR BASICS

A survey of U.S. tv stations showing their color tv status, including whether they are equipped for network color transmission; local slide, local film, local live transmission. Includes box score on total U.S. color status.



# Box score on stations equipped for network and local colorcasting

Below are results of a SPONSOR survey of tv stations which reported their color status to CBS, NBC or Standard Rate and Data Service as of June 1957. (For color status as of June 1956, see 10th Annual Fall Facts Basics, 1956.)

Here's the box score on type of color transmission for which the stations are now equipped or will soon be:

Some 281 stations (55%) can transmit network color

(Continues page 136)

CALL LETTERS, CITY	NET AFFILIATION	NETWORK COLOR	Available locally		
			COLOR SLIDES	COLOR FILM	LIVE COLOR
<b>ALA.</b>	WABT, Birmingham	N-A	x	x	-
	WBRC-TV, Birmingham	C	x	-	-
	WMSL-TV, Decatur	C-N	x	-	-
	WALA-TV, Mobile	N	x	-	-
	WKRC-TV, Mobile	C	x	x	-
	WCOV-TV, Montgomery	C	x	-	-
	WSFA-TV, Montgomery	N	x	-	-
<b>ARIZ.</b>	KOOL-TV, Phoenix	C	x	-	-
	KTVK, Phoenix	A	x	x	-
	KVAR, Phoenix	N	x	-	-
<b>ARK.</b>	KFSA-TV, Fort Smith	A-N	x	-	-
	KARK-TV, Little Rock	N	x	-	-
	KTHV, Little Rock	C	x	-	-
	KCMC-TV, Texarkana	C-A	x	-	Fall '58
<b>CAL.</b>	KERO-TV, Bakersfield	N	x	-	-
	KHSL-TV, Chico	C-A	-	-	Jan '58
	KFRE-TV, Fresno	C	x	-	-
	KJEO-TV, Fresno	A	x	-	-
	KMJ-TV, Fresno	N	x	x	-
	KTLA, Hollywood	-	x	x	-
	KHI-TV, Los Angeles	Don Lee	x	On selected basis	-
	KNXT, Los Angeles	C	x	x	-
	KRCA, Los Angeles	N	x	x	-
	KVIP-TV, Redding	A-N	x	-	-
	KBET-TV, Sacramento	C	x	x	-
	KCCC-TV, Sacramento	A	x	x	-
	KCRA-TV, Sacramento	N	x	x	-
	KSBW-TV, Salinas-Monterey	C-N-A	x	-	early '57
	KFMB-TV, San Diego	C-A	x	-	-
	KFSD-TV, San Diego	N	x	-	-
	KPIX, San Francisco	C	x	-	-
	KRON-TV, San Francisco	N	x	x	-
	KSAN-TV, San Francisco	-	-	x	-
	KEY-TV, Santa Barbara	A-C-N	x	-	-
<b>COL.</b>	KLZ-TV, Denver	C	x	-	-
	KOA-TV, Denver	N	x	-	-
<b>CONN.</b>	WHCT-TV, Hartford	C	x	-	-
	WNBC-TV, New Britain	N	x	-	-
	WNHC-TV, New Haven	A-C	x	x	-
<b>D.C.</b>	WMAL-TV, Washington	A	When ABC begins programming	-	-
	WRC-TV, Washington	N	Sept '57	Sept '57	Sept '57
	WTOP-TV, Washington	C	x	x	-
<b>FLA.</b>	WJHP-TV, Jacksonville	A-N	x	-	-
	WMBR-TV, Jacksonville	C-A	x	-	-
	WGBS-TV, Miami	N	x	-	-
	WCKT, Miami	N	x	x	Nov '57
	WTVJ, Miami	C	x	x	-
	WDBO-TV, Orlando	A-C-N	x	-	-
	WEAR-TV, Pensacola	A-C	x	-	-
	WFLA-TV, Tampa	N	x	x	-
	WTVT, Tampa	C	x	x	-
	WPTV-TV, West Palm Beach	N-C	-	This year	-
<b>GA.</b>	WAGA-TV, Atlanta	C	x	x	-
	WSB-TV, Atlanta	N	x	x	-
	WJBF, Augusta	A-N	x	-	-
	WDAK-TV, Columbus	N	x	'57	'57
	WRBL-TV, Columbus	A-C	x	-	late '57
	WMAZ-TV, Macon	A-C	x	-	-
	WSAV-TV, Savannah	N	x	-	-
	WTOC-TV, Savannah	A-C	x	-	-
<b>ILL.</b>	WCIA, Champaign	C-N	x	-	-
	WBBM-TV, Chicago	C	x	-	-
	WGN-TV, Chicago	M	Experimental color only	-	-
	WNBQ, Chicago	N	x	x	-
	WEEK-TV, Peoria	N	x	-	-
	WTVH, Peoria	C-A	x	-	-
	KHQA-TV, Quincy	C	x	-	-
	WGEM-TV, Quincy	N-A	x	-	-
	WREX-TV, Rockford	C-A	x	-	-
	WTVO, Rockford	N	x	-	-
	WHBF-TV, Rock Island	C-A	x	-	-

CALL LETTERS, CITY	NET AFFILIATION	NETWORK COLOR	Available locally		
			COLOR SLIDES	COLOR FILM	LIVE COLOR
<b>IND.</b>	WEHT, Evansville	C	x	-	-
	WANE-TV, Fort Wayne	C-A	x	-	-
	WKJG-TV, Fort Wayne	N	x	-	-
	WFBM-TV, Indianapolis	N	x	Sept '58	Sept '58
	WISH-TV, Indianapolis	C	x	-	-
	WFAM-TV, Lafayette	-	x	-	-
	WLBC-TV, Muncie	A-C-N	x	-	-
	WNDU-TV, South Bend	N	x	This summer	-
	WSBT-TV, South Bend	C	x	-	-
	WTHI-TV, Terre Haute	C	x	-	-
<b>IOWA</b>	WOI-TV, Ames	A	x	-	-
	WMT-TV, Cedar Rapids	C	x	-	-
	WOC-TV, Davenport	N	x	-	-
	KRNT-TV, Des Moines	C	x	-	-
	WHO-TV, Des Moines	N	x	x	-
	KQTV, Fort Dodge	N	x	-	-
	KGLO-TV, Mason City	C	x	-	-
	KTVO, Ottumwa	C-N	x	-	-
	KTIV, Sioux City	N	x	-	-
	KVTV, Sioux City	A-C	x	-	-
	KWWL-TV, Waterloo	N	x	-	-
<b>KANS.</b>	KCKT-TV, Great Bend	N	x	-	-
	KTVH, Hutchinson	C	x	-	-
	WIBW-TV, Topeka	A-C	x	-	-
	KARD-TV, Wichita	N	x	x	-
<b>KY.</b>	WEHT, Henderson	C	x	-	-
	WAVE-TV, Louisville	N	x	-	-
	WHAS-TV, Louisville	C	x	-	-
<b>LA.</b>	WBRZ, Baton Rouge	N-A	x	-	-
	KLFY-TV, Lafayette	C	x	-	-
	KPLC-TV, Lake Charles	N-A	x	-	-
	KNOE-TV, Monroe	C-N-A	x	-	-
	WDSU-TV, New Orleans	N-A-C	x	x	x
	KSLA-TV, Shreveport	C-A	x	-	-
	KTBS-TV, Shreveport	N-A	x	-	-
<b>ME.</b>	W-TWO, Bangor	C	x	-	-
	WCSH-TV, Portland	N	x	-	-
	WCAN-TV, Portland	C	x	-	-
<b>MD.</b>	WBAL-TV, Baltimore	N	x	x	x
	WMAR-TV, Baltimore	C	x	x	-
	WBOC-TV, Salisbury	A-C	-	-	summer
<b>MASS.</b>	WBZ-TV, Boston	N	x	x	x
	WNAC-TV, Boston	C	x	-	-
	WHYN-TV, Springfield	C	x	-	-
	WWLP, Springfield	N-A	x	x	-
<b>MICH.</b>	WJBK-TV, Detroit	C	x	-	-
	WWJ-TV, Detroit	N	x	x	-
	WOOD-TV, Grand Rapids	N-A	x	-	-
	WKZO-TV, Kalamazoo	C-A	x	-	-
	WJIM-TV, Lansing	A-C-N	x	-	-
	WKNX-TV, Saginaw-Bay City	C-A	x	-	-
	WNEM-TV, Saginaw-Bay City	N	x	x	-
<b>MINN.</b>	WDSM-TV, Duluth-Superior	N	x	-	-
	WCCO-TV, Minneapolis	C	x	-	-
	KROC-TV, Rochester	N	x	'58	'58
	KSTP-TV, St. Paul	N	x	x	-
<b>MISS.</b>	WCBI-TV, Columbus	N-C	-	Target date mid '57	-
	WDAM-TV, Hattiesburg	N-A	x	-	-
	WJTV, Jackson	C-A	x	-	-
	WLBT, Jackson	N-A	x	-	-
	WTOK-TV, Meridian	C	x	-	-
<b>MO.</b>	KFVS-TV, Cape Girardeau	C	x	-	-
	WHQA-TV, Hannibal	C	x	-	-
	KODE-TV, Joplin	C-A	x	-	-
	KCMO-TV, Kansas City	C	x	-	-
	WDAF-TV, Kansas City	N	x	x	-
	KSD-TV, St. Louis	N	x	x	-
	KWK-TV, St. Louis	C	x	-	-
	KTTS-TV, Springfield	C	x	-	-
	KYTV, Springfield	N-A	x	-	-
<b>NEB.</b>	KHAS-TV, Hastings	N	x	-	-
	KHOL-TV, Kearney	C	x	-	-
	KOLN-TV, Lincoln	C-A	Spring '57	-	-
	KMTV, Omaha	N-A	x	x	x
	WOW-TV, Omaha	C	x	-	-



# WORKING PARTNERS

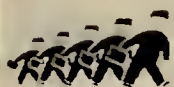


FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK PELLEGRIN, Vice President  
 PAUL WEEKS, Vice President

We've been moving steadily forward, since the day H-R was started by a group of Working Partners. Our list of stations has had a healthy growth; our staff has steadily increased; we've added offices from coast-to-coast. Yet while we have been moving forward, the basic character of H-R has never changed. The H-R Partners are still Working Partners and today, as when we started, "we always send a man to do a man's job."

RADIO

**H-R**



TELEVISION

380 Madison Ave.  
 New York 17, N. Y.  
 OXford 7-3120

35 E. Wacker Drive  
 Chicago 1, Illinois  
 RAndolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 HOllywood 2-6453

155 Montgomery Street  
 San Francisco, Calif.  
 YUkon 2-5837

416 Rio Grande Bldg  
 Dallas, Texas  
 RIVertide 2-5148

101 Morietto Street  
 Atlanta, Georgia  
 JACkson 3-7797

520 Lovett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JACkson 8-1601

910 Royal Street  
 Canal 3917  
 New Orleans, La.

529 Pon American Bank  
 Bldg  
 Miami, Florida  
 FRonklin 3-7753



## COLOR BASICS

shows, an increase of some 61 stations over June 1956.

There are 81 stations (16%) equipped to transmit local color slides. That compares with 75 in 1956.

The figure is 79 stations (17.5%) for transmission of color film locally compared with 74 in 1956.

The growth in stations equipped to program local live

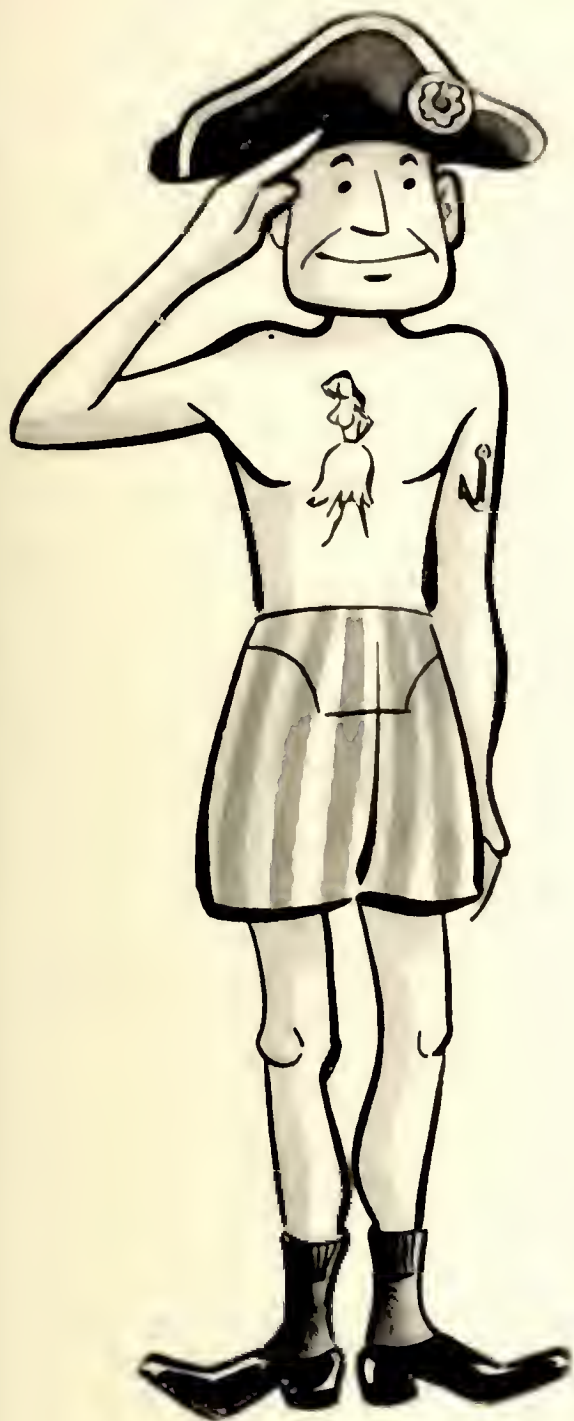
color has been slowest of all. There are 32 stations (6%) so equipped this year compared with 29 stations in the survey of June 1956.

All in all, however, station equipment for transmission of color has far outpaced growth in set circulation. Stations are ready for color's surge when it comes.

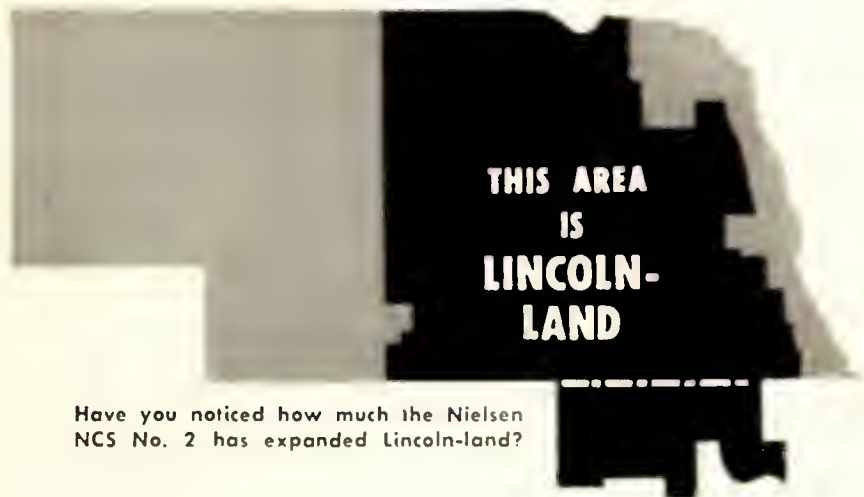
CALL LETTERS, CITY	NET AFFILIATION	NETWORK COLOR	Available locally		
			COLOR SLIDES	COLOR FILM	LIVE COLOR
NEV.	KLAS-TV, Las Vegas KLRJ-TV, Las Vegas	C N-A	x x	Jul '57 Dec '58	- -
N. M.	KGGM-TV, Albuquerque KOB-TV, Albuquerque KSWO-TV, Roswell	C N N-C-A	x x x	fall '57 fall '57 This year	- - -
N. Y.	WCDA, Albany WNBF-TV, Binghamton WBEN-TV, Buffalo WBUF, Buffalo WGR-TV, Buffalo WCBS-TV, New York City WRCA-TV, New York City WHEC-TV, Rochester WROC-TV, Rochester WVET-TV, Rochester WRGB, Schenectady WHEN-TV, Syracuse WSYR-TV, Syracuse WKTU, Utica	C-A C-N-A C N A C N C-A N-A C-A N C N A-C-N	x x x x x x x x x x x x x x x	- - x x x x x x x x x x x x x	- - x x x x x x x x x x x x x
N. C.	WLOS-TV, Asheville WBTB, Charlotte WFLB-TV, Fayetteville WFMV-TV, Greensboro WNCT, Greenville WNAO-TV, Raleigh WRAL-TV, Raleigh WTVD, Raleigh WITN, Washington WSJS-TV, Winston-Salem	A N C-A-N C C C-A N A N N	x x x x x x x x x x x	- - x x x x x x - - -	- - x x - - - - - - -
N. D.	WDAY-TV, Fargo KNOX-TV, Grand Forks KCIB-TV, Minot KXJB-TV, Valley City	N-A N C-N-A C	x x x x	- - x x	- - - -
OHIO	WKRC-TV, Cincinnati WLW-TV, Cincinnati KYW-TV, Cleveland WEWS, Cleveland WJW-TV, Cleveland WBNS-TV, Columbus WLW-TV, Columbus WHIO-TV, Dayton WLW-TV, Dayton WIMA-TV, Lima WSTV-TV, Steubenville WSPD-TV, Toledo WFMJ-TV, Youngstown WKBN-TV, Youngstown WHIZ-TV, Zanesville	C N W A C C N C N-A A-N-C C-A C-A-N N C N-C-A	x x x x x x x x x x x x x x x	- - - - - - - - - - - - - - -	- - - - - - - - - - - - - - -
OKLA.	KTEN, Ada KVSO-TV, Ardmore KWTU, Oklahoma City WKY-TV, Oklahoma City KOTV, Tulsa KVOO-TV, Tulsa	A-N-C N C N C N	x x x x x x	- - x x x x	- - - x x -
OREG.	KVAL-TV, Eugene KBES-TV, Medford KOIN-TV, Portland KPTV, Portland	N C-N-A C N	x x x x	- - x x	- - - -
PA.	WFBC-TV, Altoona WICU, Erie WSEE-TV, Erie W'AC-TV, Johnstown WGAL-TV, Lancaster WCAU-TV, Philadelphia WFIL-TV, Philadelphia WRCV-TV, Philadelphia KDKA-TV, Pittsburgh WDAU-TV, Scranton WBRE-TV, Wilkes-Barre WILK-TV, Wilkes-Barre WNOV-TV, York	C-N-A N-A C N N-C C A N A-C C N A -	x x x x x x x x x x x x x x	- - - x x x x x x x x x x x	- - - - x x x x x x x x -
R. I.	WJAR-TV, Providence	N-A	x	-	-

			Available locally			
	CALL LETTERS, CITY	NET AFFILIATION	NETWORK COLOR	COLOR SLIDES	COLOR FILM	LIVE COLOR
S. C.	WAIM-TV, Anderson	C	x	-	-	-
	WCSC-TV, Charleston	C-A	x	-	-	-
	WUSN-TV, Charleston	N-A	x	-	-	-
	WIS-TV, Columbia	N	x	-	-	-
	WMDK-TV, Columbia	C	x	-	-	-
	WBTW, Florence	C-A-N	x	-	-	-
	WFBC-TV, Greenville	N	x	x	-	-
	WSPA-TV, Spartanburg	C	x	-	-	-
S. D.	KOTA-TV, Rapid City	C	x	-	-	-
	KELO-TV, Sioux Falls	N-A	Sept '57	x	x	-
TENN.	WDEF-TV, Chattanooga	C-A	x	-	-	-
	WRGP-TV, Chattanooga	N-A	x	-	-	-
	WDXI-TV, Jackson	C	x	-	-	-
	WHLI-TV, Johnson City	C	x	-	-	-
	WATE-TV, Knoxville	N	x	-	-	-
	WB'R-TV, Knoxville	C	x	-	-	-
	WMCT-TV, Memphis	N	x	-	-	-
	WREC-TV, Memphis	C	x	-	-	-
	WLAC-TV, Nashville	C	x	-	-	-
	WSM-TV, Nashville	N	x	x	x	-
	TEX.	KPAR-TV, Abilene	C	x	x	x
KGNC-TV, Amarillo		N	x	-	-	-
KTBC-TV, Austin		C-N-A	x	-	-	-
KFDM-TV, Beaumont		C	x	This year	-	Dec '58
KRIS-TV, Corpus Christi		N-A	x	x	x	x
KSIX-TV, Corpus Christi		C	x	-	-	-
KRLD-TV, Dallas		C	x	x	x	-
WFAA-TV, Dallas		N-A	x	x	-	-
KROD-TV, El Paso		C	x	-	-	-
KTSM-TV, El Paso		N	x	-	-	-
WBAP-TV, Fort Worth		N-A	x	x	x	x
KGUL-TV, Galveston		C	x	-	-	-
KPRC-TV, Houston		N	x	x	x	-
KTRK-TV, Houston		A	-	x	x	x
KCBD-TV, Lubbock		N-A	x	-	-	-
KDUB-TV, Lubbock		C	x	x	x	-
KMID-TV, Midland		N-A	x	-	-	-
KENS-TV, San Antonio		C-A	x	-	-	-
WOAI-TV, San Antonio		N	x	x	x	x
KCEM-TV, Temple		N	x	-	-	-
KCMC-TV, Texarkana	C-A	x	-	-	Local '58	
KLTU-TV, Tyler	N-C-A	x	-	-	-	
KWTX-TV, Waco	A-C	x	-	-	-	
KFDX-TV, Wichita Falls	N-A	x	This year	-	-	
KSYD-TV, Wichita Falls	C	x	-	-	-	
UTAH	KSL-TV, Salt Lake City	C	x	-	-	-
	KTVU-TV, Salt Lake City	N	x	x	-	-
VA.	WCYB-TV, Bristol	N-A	x	x	x	-
	WTAR-TV, Norfolk	C-A	x	x	x	x
	WVEC-TV, Norfolk	N	x	x	x	-
	WTVR, Richmond	A	x	x	x	x
	WRVA-TV, Richmond	C	x	x	x	-
	WXEX-TV, Richmond	N	x	x	x	-
	WDBJ-TV, Roanoke	C	x	x	x	-
	WSLS-TV, Roanoke	A-N	x	x	x	fall '57
WASH.	KEPR-TV, Pasco	C-N	x	-	-	-
	KING-TV, Seattle	A	-	x	x	-
	KOMO-TV, Seattle	N	x	x	x	-
	KTNT-TV, Tacoma	C	x	-	-	-
	KHQ-TV, Sookane	N	x	x	x	x
	KREM-TV, Spokane	-	x	x	x	-
	KXLY-TV, Spokane	C	x	-	-	-
	KIMA-TV, Yakima	C-N-A	x	-	-	-
W. VA.	WHIS-TV, Bluefield	N	x	-	-	-
	WCHS-TV, Charleston	C	x	x	x	-
	WHTN-TV, Huntington	A-C	x	-	-	-
	WSAZ-TV, Huntington	N	x	x	x	x
	WTAP-TV, Parkersburg	N-A-C	fall '57	-	-	-
	WTRF-TV, Wheeling	N-A	x	-	-	-
WIS.	WEAU-TV, Eau Claire	N-A	x	-	-	-
	WBAY-TV, Green Bay	C	x	-	-	-
	WMBV-TV, Green Bay	N	x	-	-	-
	WISC-TV, Madison	C	x	x	x	x
	WKOW-TV, Madison	A	x	-	-	-
	WMTV, Madison	N	x	-	-	-
	WTMJ-TV, Milwaukee	N	x	x	x	x
	WXIX-TV, Milwaukee	C	x	-	-	-
WYO.	KFBC-TV, Cheyenne	C	x	-	-	-





# ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

## MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 12 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

### SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.1	5.1	4.8	3.5
1:00-5:00 P.M.	12.5	7.3	6.5	4.5
5:00-11:00 P.M.	22.3	12.0	9.5	6.2

Daytime and nighttime Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!



### The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD RADIO — PEORIA, ILLINOIS

**KOLN-TV.** delivers Lincoln-land — a big 69-county market with 191,710\* television families.

The KOLN-TV market is as independent of Omaha as Hartford is of Providence . . . or Syracuse is of Rochester.

Latest Videodex, ARB and Telepulse Surveys *all* prove that KOLN-TV is the *big* Lincoln-land favorite — day and night!

Ask your Avery-Knodel man for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

\*See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

# KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



# It's happened in Minneapolis-St. Paul

## **WDGY** takes over first place — and 3 surveys say so!

**May-June Hooper says it.** WDGY has 25.6% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

**June Trendex says it.** WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

**Latest Nielsen says it.** WDGY first NSI area, 9 a.m.-6 p.m., Monday through Saturday.

**Latest Pulse (back in March-April) said** WDGY is *first* every afternoon.

Storz Station programming excitement has overturned radio listening—and *time-buying*—habits of a generation. Get details from your Blair man . . . or talk to WDGY General Manager Jack Thayer.



## **WDGY**

50,000 watts

Minneapolis-St. Paul

5

4

3

2



### **STORZ STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul  
WHB Kansas City  
WQAM Miami

REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.



# SECTION **6 RADIO**

Question-and-answer briefing section for guidance  
today and throughout the year to come. Covering:

**SPOT RADIO** starts page **140**  
**NETWORK RADIO** starts page **166**



# TIMEBUYER SURVEY

## Spot radio boom continuing with nighttime gains on horizon

### 1. What is the outlook for activity in spot radio—outside "prime time"?

#### DAYTIME

Big increase .....	27.0%
Small increase .....	54.6%
About the same .....	18.4%

#### NIGHTTIME

Big increase .....	15.1%
Small increase .....	47.2%
About the same .....	37.7%

### 2. What would it take to sell more clients on the use of nighttime?

#### POINTS

Better documentation by reps .....	47
Lower rates .....	57
Better nighttime programming .....	54

### 3. What's happening to the frequency of spot radio schedules?

#### PRIME TIME

Big increase .....	47.5%
Small increase ....	25.5%
About the same ....	27.0%

#### OTHER TIMES

Big ..	21.2%
Small	53.8%
Same	25.0%

### 4. What's happening to the length of spot radio schedules?

#### IN PRIME TIME (7-9 am; 4-7 pm)

Big increase .....	25.0%
Small increase .....	26.8%
About the same .....	48.2%

#### IN OTHER TIMES

Big increase .....	7.5%
Small increase .....	45.3%
About the same .....	47.2%

### 5. Taken together, will your accounts buy more or less spot radio this fall than last?

**MORE** ..... 95.8%

**LESS** ..... 4.2%

Timebuyers were asked to project this fall's spot radio trends via the questions above. A mail questionnaire went to 300 buyers at agencies around the nation, including New York, Chicago, Los Angeles, Detroit, Cleveland, among other important buying centers. A total of 65 buyers responded. All questions shown above, except question two, required a simple check-off answer. For question two, buyers were asked to "number in order of importance" the three possible answers shown. Answers were then tabulated on a point system: Three points for a number one answer; two points for number two; one point for

a three. This provided a combined score. The results of the question, incidentally, are surprising; for they show that documentation and programming bulk almost as strongly in the buyer's mind as incentives to buy nighttime at reduced rates. An additional question, not shown above, called for a written answer outlining suggestions for sponsors planning spot radio campaigns this fall. Many of the responses to this question appear in the text starting at right. (For a similar survey on spot tv trends, see Spot Tv Briefing Section.)



# SPOT RADIOS' BIGGEST YEAR EVER

*It all boils down to this—better buy early if you're hoping for good availabilities this fall, and "early" is right now! Both buyers and sellers see a bustling season ahead with an expansion of station and market lists and a big spilling-over from "prime-time" into both daytime and nighttime hours as clients compete for space on the air*

## Outlook

**Q. Will clients invest more or less in spot radio this year than they did in 1956?**

**A.** More. Timebuyers polled by SPONSOR are virtually unanimous in this opinion. In answer to the question: "Taken together, will your accounts buy more or less spot radio this fall than last?" almost every responding timebuyer answered, "More." Less than 5% will buy less. In their estimates of how much more they would buy, the median increase was 20%. The lowest increase was 5%, the highest, 200%. The majority expect to buy 10 to 50% more spot this fall than last.

This bears out predictions of a number of station representatives. With SRA's reported spot radio dollar volume up 40.5% for the first quarter this year over the same period in 1956, some reps and station managers anticipate the total increase for the year will be well above 40%. Total last year, according to SRA, was \$149.9 million, almost 25% gain over 1955.

Also in the wind for this fall, as reps see it: (1) expansion of market lists beyond metropolitan areas that now get the bulk of national spot dollars; (2) schedules in all markets likely to be longer and more fully saturated.

**Q. Does the business outlook mean a shortage of availabilities this fall?**

**A.** Demand for more radio time by more clients will certainly result in availability problems for those clients who wait too long to plan campaigns and are over-fussy on slotting. About 25% of the timebuyers who answered SPONSOR's questionnaire, offered this as their most important tip to clients planning a spot radio campaign this fall or winter: "Buy early."

Sellers of time are sounding the same tocsin. From inquiries they are now getting, they can foresee the rush on the box office when the gates open.

**Q. Is it generally agreed that franchises will assume new importance?**

**A.** Yes. Although spot radio will continue to be a flexible medium, with in-and-out advantages to the client, a trend to longer-term buys is in the making. The purpose of these longer contracts is not only consistency, but a means of protecting choice slottings.

**Q. If "buy early" is the watchword for radio this fall, when is "early"?**

**A.** Right now. And that is none too early! For more than a month already, clients have been moving in with 26-week buys to run through to the end of the year. While they would not normally begin schedules in July, they

have decided that the cost of a few extra weeks in advance of fall is well worth the franchises they will hold against competition when the seasonal rush begins. There also is another type of protection they are looking for: insurance against rate hikes.

**Q. Will station rates be raised?**

**A.** A general, industry-wide rate hike is not expected in spot radio, especially in the face of heavy network radio competition for advertising business. But a number of timebuyers had this tip for clients on their SPONSOR questionnaires: "Allow sufficient dollars for rate increases."

What can be expected this fall are rate adjustments both up and down. Stations that are doing exceptional jobs, piling up ratings, will undoubtedly raise rates but with no fanfare. In some cases, stiffer premiums will go on traffic hour rates to ease overcrowding of announcements.

Actually, radio rates have been low for a long time, and have not even jumped alarmingly during the past year. Campbell-Ewald, in preparing the current General Motors Acceptance Corp. (GMAC) campaign, estimated that to duplicate last year's campaign would cost 4½ to 5% more. A recent study by Station Representatives Association for Kadner Agency showed the average boost in daytime spot radio rates in markets of over 100,000 population was 10% for the year.

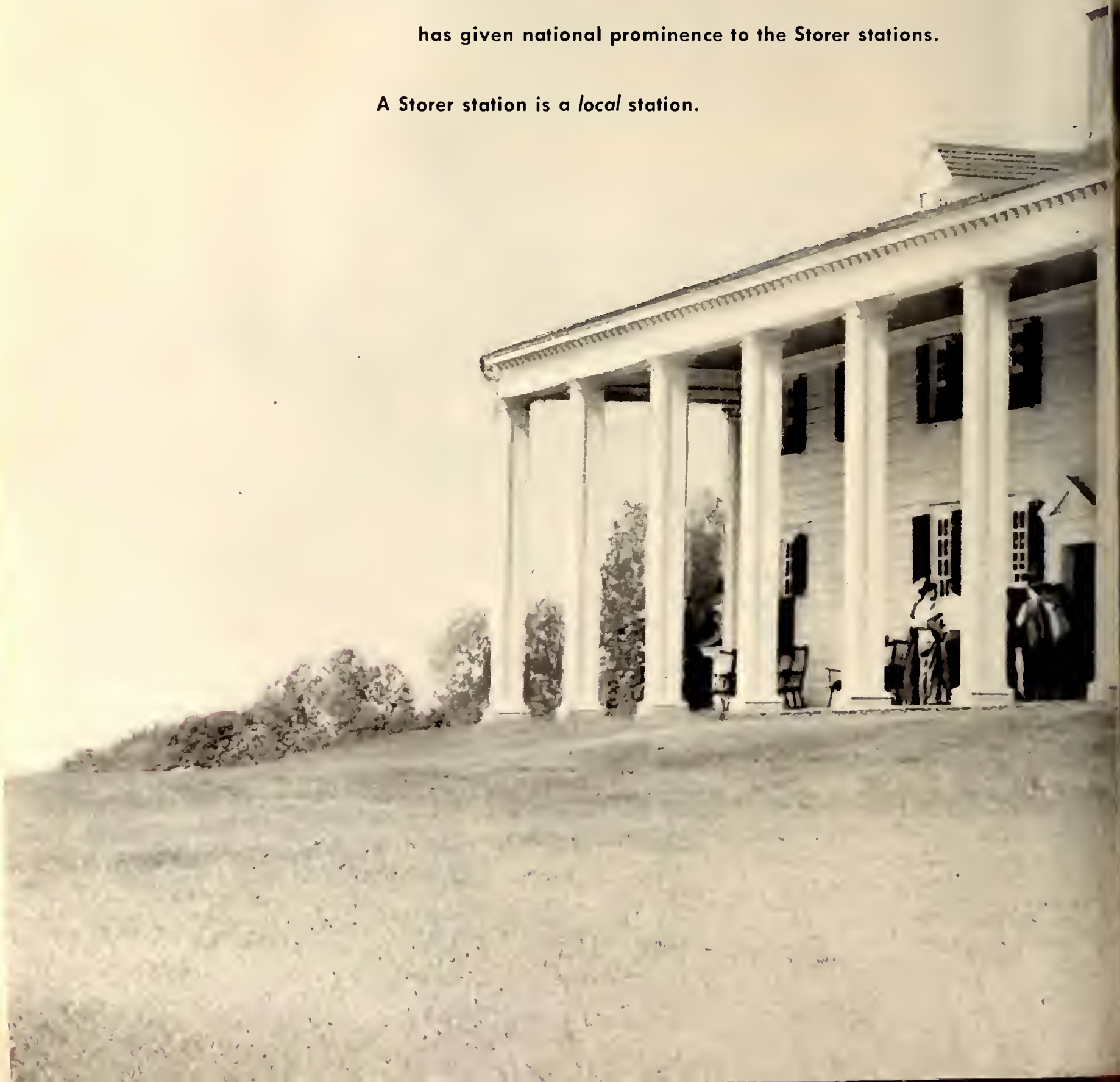


# *Famous on the local scene*

It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that  
has given national prominence to the Storer stations.

A Storer station is a *local* station.





*yet known throughout the nation.*



## STORER BROADCASTING COMPANY



**WSPD-TV**  
Toledo, Ohio

**WSPD**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJW**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WJBK**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WAGA**  
Atlanta, Ga.

**WVUE**  
Wilmington, Del.

**WIBG**  
Philadelphia, Pa.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689



## Trends

**Q. What is the state of spot radio business right now and who are some of the heaviest investors?**

**A.** Now in mid-summer, business is brisk. The seasonals are spending wisely and well: "Beer," as one seller put it, "is going wild in spot radio." The big beer clients: Budweiser, Schaefer, Knickerbocker, Schlitz, and more than a few locals. In the beverage field, Canada Dry and Pepsi Cola are in heavily; Coca-Cola is too, but has

been having some trouble getting back into radio on a saturation basis due to a lack of availabilities. GMAC, after its big success with spot radio in recent years, is back again with seven-day schedules in some markets.

At present, the biggest investor in spot radio is conceded to be Lever Brothers for Lifebuoy, Pepsodent, Gleem, Silver Dust and Spry. Activity on the part of this company stems from its success with the Pepsodent "wonder where the yellow went" spot campaign. Now, however, they are shifting the weight in favor of Life-

buoy. Lever is an example of the start of a trend to use spot radio as a primary medium.

The most consistent tobaccos in spot radio are American Tobacco and R. J. Reynolds, the latter for Camels especially. American is most consistent in advertising Pall Malls; Hit Parades are in and out and Lucky Strikes are most heavily pushed in certain areas.

Automotives are beginning to move into spot radio again. Chrysler, with a spectacular sales gain under its belt, and GM, looking to recover lost ground, are both planning schedules. Despite Ford's big network buy on CBS Radio, the Ford Dealers associations are going into spot.

Other major national clients are: Esso, Shell, Slenderella, Sterling Drug, General Foods, Metropolitan Life, Tetley Tea, Thomas Leeming Co., Manischewitz Wines, Bristol-Myers, Beechnut, Gillette, Shulton, McCormick's Tea, Eveready.

The agency most active in spot radio at the moment is believed to be William Esty Co.

**Q. What's happening to frequency of spot radio schedules in traffic hours?**

**A.** Nearly 50% of the timebuyers responding to SPONSOR's questionnaire see a big increase in frequency within so-called "prime times" (7 a.m. to 9 a.m. and 4 p.m. to 7 p.m.). About 25% reported a small increase and another 27% see no change.

**Q. What's happening to frequency of schedules in non-traffic hours?**

**A.** About 50% of these same timebuyers see a small gain in frequencies in hours other than "prime time." About 20% see a big increase. An increasing interest in other than "prime" times on the part of buyers is reflected in these timebuyers' tips to clients: "Don't rely on 'prime time' exclusively—spread out into other areas;" "Consider all daytime;" "Make careful appraisal of 'off-beat' times for slots, especially after 7 p.m.;" "Too much outside listening between 9 a.m. and 4 p.m. is not reported;" "Don't insist on 6 to 9 a.m."

**Q. What's happening to length of spot radio schedules in traffic hours?**

**A.** Nearly 50% of the timebuyers who responded see the length of sched-

If You buy by—

- ✓ **NUMBERS**
- ✓ **LOGIC**
- ✓ **REASON**

**YOU'LL BUY**

**WSEE**

LOWEST COST  
PER THOUSAND\*  
IN THE  
ERIE MARKET

\*THE WHOLE  
TRUTH FINALLY

**ERIE**

PENNSYLVANIA'S  
3rd City

**WSEE-TV ERIE, PA.**

**CHANNEL 35**

Represented by  
**YOUNG TELEVISION, INC.**



# The only Buffalo Station that can pass the "Thruway Test"



**COMING EAST** to the New York State Thruway, you pick up WGR RADIO *loud and clear*, way out in Ohio.

**GOING WEST** on the New York State Thruway, you pick up WGR RADIO *loud and clear*, just past Syracuse.

**IF YOU WANT** *maximum coverage* in the \$3,000,000,000.00 Western New York Market, (plus big bonus audience in Canada) . . . buy WGR RADIO!

**ABC AFFILIATE**

NATIONAL REPS: Peters, Griffin, Woodward, Inc.

**BUY**

**WGR**

**RADIO**

*"Buffalo's First Station"*



ules unchanged in traffic hours. About 20% notice a big increase and the rest see a small increase.

**Q. What's happening to length of schedules in non-traffic times?**

**A.** Here timebuyers were about equally divided between "no change" and "small increase." The number reporting a "big increase" was tiny.

**Q. What is the outlook for spot radio activity in daytime outside the "prime time" hours?**

**A.** In the SPONSOR poll, 54.6% of the

buyers foresee a small increase in daytime business: 27% predict a big increase in "non-prime" daytime, while 18.4% foresee no change.

**Q. What is the outlook for nighttime (after 7 p.m.) business?**

**A.** 47.2% of the timebuyers polled expect a small increase in nighttime spot radio: 37.7% of them do not anticipate a change. A big gain is looked for by the remaining 15.1%.

If anything is indicative of an imminent nighttime breakthrough, this

response from timebuyers is it. It is safe to say that, asked the same question a year ago, the response would have been nearly 100% in the "No change" column.

**Q. What trends are developing in the length of announcements?**

**A.** A number of stations and representatives report an increasing interest on the part of advertisers—both large and small—in chainbreaks and I.D.'s along with minute announcements, instead of the use of minutes only.

**Q. Is it likely that market lists will be extended this fall?**

**A.** While most national clients still seem to be concentrating on the 50 major markets, there is good reason to believe that some of them will be fanning out this season into smaller markets in order to get into areas where tv is not strong and also in hope of getting special treatment from smaller stations.

**Q. What are prospects for week-end spot radio?**

**A.** Very good. A number of admen and reps feel that week-end spot campaigns will be a natural extension of nighttime buys.

**Q. How do sellers view the prospects for nighttime activity this fall and winter? What are they doing about it?**

**A.** In the area of rates, Peters, Griffin & Woodward has just made a study of them in relation to audience. Edward Petry & Co. has recently suggested that stations cut night rates in half.

Jim Eshleman, Jr., Eastern sales manager for Petry, says, "With more advertisers buying heavier schedules of longer duration, and spreading them throughout more of the broadcast day, this would seem to be the logical year to break the nighttime barrier. This is particularly true since many of the nation's leading radio stations are now offering two nighttime announcements for the cost of one in the daytime despite the fact that nighttime audiences are only slightly less than those during the day."

"Regardless of how evening rates go," says Paul Weeks of H.R. Representatives, "there will be more national spot business for the late night and evening hours. Due to the increased number of advertisers, clients who insist on lengthy separations between competitive (and certain non-competi-

Leading Western HI FI & Music Store Sets 14 Hours a Week on

## KRHM The Voice of FM for Southern California

KRHM's far reaching coverage of TEN Southern California Counties and its superior quality of program transmission is why Jerry Johnson of The House of Sight & Sound and John Bainbridge of Tilds & Cantz Agency chose this station for a two hour daily program.



JOHNSON



BAINBRIDGE

KRHM is proud to have been selected as its ONLY FM advertising medium by The House of Sight & Sound, the most complete HI FI and Music store west of Chicago.

For the KRHM  
story phone

**HO 75167**

or write-wire  
6425 Hollywood Blvd.  
Hollywood 28

**KRHM**

58,000 watts  
from Mt. Wilson  
94.7 Megacycles

Harry Maizlish  
PRESIDENT  
Dale Peterson  
GENERAL MANAGER



What's new at KOWH?

Nothing much—new ownership but the same old rating story:

FIRST as usual.

Monotonous, isn't it?

Nope, we love it—and so do our advertisers.

Latest (May-June) Hooper shows KOWH not only first in the afternoon, first all day with 34.8% share, but also first in the morning.

For availability, check General Manager Log Simpson.

**KOWH, Omaha**

*Represented by Adam Young Inc.*



**Montgomery's No. 1**

(says Hooper) is

**WRMA**

Serving 200,000 Negroes

Oct.-Nov. 1956 Hooper

Av. Share 7AM-6PM

**WRMA 27.6%\***

Second station 21.4%

\*Signed off 4:45PM during survey

**Exclusive Market**

WRMA is the only Negro station serving these primary counties in Central Alabama

Montgomery County, 43.6% Negro

Dallas County, 65.0% Negro

Macon County, 84.4% Negro

Lowndes County, 82.2% Negro

**Producing results for these national advertisers**

American Tobacco  
William Wrigley Co.  
Clorox Chemical Co.  
Pet Milk  
Reynolds Tobacco  
Carnation Milk  
Brown & Williamson Tobacco  
Chesebrough Mfg. Company  
General Foods  
Monticello Drugs  
Union Pharmaceutical Co.  
Johnson & Johnson  
Standard Brands

**WRMA**

Montgomery, Ala.

Judd Sparling, Station Manager  
Everett-McKinney, Inc.  
National Representatives

tive) products will be more and more obliged to go into evening hours.

"Findings of recent audience surveys," Weeks continued, "indicate that the 9:00 a.m. curfew is a thing of the past. As many as 10% more families can be reached at night than in 'prime' morning hours for the same expenditure. Agencies also will find that numerous radio stations will deliver as great an audience against Class 'A' and 'AA' television programming as in their own so-called 'prime' time."

Here is how the manager of one of the large eastern stations sees the evolution of nighttime business. In major markets, where premium rates for traffic hours are proving too rich for many local advertisers' blood, these locals are being frozen out by the nationals. Consequently they are moving into daytime and early evening. A few are picking up bargains in the late night. Locals are prone to buy for long terms. When nationals begin spreading out their schedules beyond prime times, they may find themselves going into middle evening slottings almost automatically.

Some admen see it practically the same way. Said one: "Over-commercialization in 'prime time' will force advertisers to take a more realistic look at so-called 'tv time.'"

**Nighttime**

**Q. What do timebuyers feel it will take to sell more of their clients on nighttime spot radio?**

**A.** Lower rates at night was mentioned as the number one incentive to attract clients into after-dark hours in SPONSOR's poll of timebuyers. Next in order of importance, and close on the heels of lower rates, was "Better nighttime programing." In show position, and not trailing by much, was "Better documentation by reps." (See chart on page 140.)

Some other factors mentioned by buyers that might swing more business to night are: (1) more accurate ratings; (2) good packages; (3) better station promotion to build nighttime audiences; (4) courage on the part of agencies to recommend nighttime buys to clients; (5) audience responsiveness; (6) more information on audience composition. One light-hearted, and obviously skeptical buyer, simply

**KIT**

**PLUGS  
THE HOLE  
IN THE CENTRAL  
WASHINGTON  
MARKET**

**FABULOUS HOOPER**

Jan. 21 thru Feb. 9, 1957	Sets in use	KIT	Station B	Station C	Station D	Sample Size
Mon thru Fri 7 AM-12 Noon	31.4	43.2	25.1	17.0	14.0	9,543
Mon thru Fri 12 Noon-6 PM	19.0	50.1	20.0	15.2	16.4	11,702

AM Rating Av. 13.6 PM Rating Av. 9.5

**ONLY 72¢ BUYS 1000 HOMES**  
for National Advertisers in  
the KIT Coverage Area!

Washington State's FOURTH MARKET, with 54,478 radio homes, is 200 miles from Spokane, and 150 miles from Seattle and Tacoma—set apart by the Cascade mountain range. NO OUTSIDE MEDIUM CAN CLAIM MORE THAN AN INSIGNIFICANT DRIBBLE OF INFLUENCE AND COVERAGE IN THE YAKIMA MARKET AREA. Fill this big gap in the Northwest with Radio KIT, Central Washington's FIRST radio station—its popularity proved by HOOPER. KIT, Independent Radio—Music, News, Sports. Established 1929.

**YAKIMA, WASH.**  
5000 WATTS • 1280 KC

**KIT**

**SOUNDS BETTER—  
SELLS BETTER**

**REPRESENTATIVES**

**NATIONAL: THE BRANHAM CO.**  
**SEATTLE: HUGH FELTIS & ASSOCIATES**  
**PORTLAND: Q. COX & ASSOCIATES**

**JACK GOETZ, Gen. Mgr.**  
**BOX 1222, YAKIMA, WASH.**



wrote as his answer, "An audience."

The audience, it was apparent from timebuyers' comments in the survey, is a prime concern to those toying with the idea of going into nighttime radio.

Although the existence of a night radio audience that can be purchased at a far lower cost-per-1,000 than the competing tv audience is an accepted fact, a lot of mystery surrounds it. One time-buyer raised this point: "For most soft goods, the quality of the nighttime radio audience is doubtful. Is the average listener (in home) one who is older, poorer economically, and in a smaller family?" Another buyer wants stations to convince him by coming up with good success stories from local clients currently using nighttime.

"Seems to me," said another, "there is a big need for facts re nighttime radio to combat consensus that it's completely dead."

Buyers are nerving themselves for the plunge into nighttime; nudging them into it is now up to the sellers.

## Buying Tips

**Q. What are some specific tips that timebuyers offer to clients planning a spot radio campaign this season?**

**A.** Here is a sampling of the advice noted on SPONSOR questionnaires:

- Keep frequency up. Cumulative, scattered ratings not as important as grouping your buy to get repetition and impact.

- Consider carefully the relationship between programing and quality of audience you want to reach.

- Good background music on radio shows are often better than tv in terms of reaching adult audiences in homes.

- Great savings can be made if one is aware of audience composition.

- Allow for rate increases. Investigate run-of-schedule plans. Remember that a lot of out-of-home listening in hours other than traffic times is not fully reported.

- Consistency! Stay with it. Indiscriminate short schedules are practically useless. Spot radio pays off best over the long haul.

- Take each market and station individually.

- Let the timebuyer have his head. Give him ample time to analyze all the stations in a market you're considering.

# The Only TV STATION to win FOUR MAJOR AWARDS In One National PROMOTION CONTEST

**" First in TV  
in Baton Rouge "**

## WAFB-TV

**Reps: Blair TV Associates  
Baton Rouge La.**

**1** FIRST in the nation for promotion of network programs.\*

**1** FIRST in the nation for promotion of syndicated film programs.\*

**1** FIRST in Louisiana and third in the nation for general audience promotion.\*

**2** SECOND in the nation for promotion of local live programs.\*

WAFB-TV is tops in other merchandising contests . . . with 8 major awards in 8 national contests during 1956-57.

WAFB-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top night-time shows, 8 out of 10 top morning shows and 16 out of 25 top week-day strips.

\* BILLBOARD'S 19th ANNUAL PROMOTION COMPETITION



# K-NUZ is NO. 1

RADIO STATION IN HOUSTON!

Who  
Says  
So?

HOOPER, PULSE, NIELSON AND  
CUMULATIVE PULSE All Agree!

...hmm-m...and  
LOWEST COST PER THOUSAND,  
too! What keeps 'em  
ahead of the others?

HOUSTON'S Largest news staff, plus...

Big Mike No. 1



Big Mike X99



Big Mike No. 3



Big Mike No. 2

# K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—

New York • Chicago • Los Angeles •  
San Francisco • Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.—

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

## SPOT RADIO . . . continued

- Don't rely on "prime time" exclusively. Spread out.
- Try to keep spiralling costs down by looking for stations that are on rise.
- Begin planning now, and make buy well in advance.
- Check for proper rotation in participating programs and for adequate separations. Get what you pay for.
- Try for less crowded periods if programs reach type of audience you need.
- Have a number of high-frequency campaigns rather than a 52-week low-frequency campaign.
- Investigate week-end audiences.
- Keep eye peeled for five-minute program buys in "prime time" for better identification, no double or triple spotting, product protection, low cost-per 1,000. Make careful appraisal of "off-beat" times for spots, especially after 7 p.m.
- Discount show ratings and examine audience composition, type of programming, etc. Search for fresh copy approach.
- Buy saturation from 7 a.m. through 10 p.m., at least 10 spots per day—preferably 20—if only for a few days per week. You'll reach more people that way.
- Think big. Allow for use of several or most stations in a market to achieve broad reach. Encourage study of important markets at local level by the timebuyer.
- Set goals and use re-earch to judge performance.
- If you're going into spot radio, use it heavily.
- If your product has male appeal, swing to nighttime.
- Buy saturation in all hours. For three years for 10 or more accounts, we have used a package on an independent 24-hour station that offers one 30-second spot every hour the clock around with smashing sales results. Main trouble with clients is that they have pre-conceived notion that people's habits change from one day to the next. They are all living, breathing and in the market to buy 24 hours a day, seven days a week. You can get a message to people anytime and get it acted on at their first next opportunity to do something about it. "Prime time," "other time," and "nighttime" should all be regarded together and a saturation schedule should land in each of these three. How do you know when they are going to be listening?





## YES! THIS IS A DRIVER'S SEAT!

With overdrive—and power drive and "horsepower" to spare. From behind your media-buying desk you can sit in this driver's seat and cover Hometown and Rural America with the swish of your ball point pen.

Hometown and Rural America is that rich, responsive market of more than 80 Million Americans, tuned regularly to the 957 Keystone Broadcasting Radio station affiliates.

In your driver's seat you can pick your route and the number of towns you wish to **BLANKET** with your sales message. Leave out the side roads and the backroads and the detours. Drive right down **MAIN** street via **KBS** . . . 90 stations or 900 . . . we'll draw your roadmap to suit the sales need that's pressing you most.

Ask us to prove our story. We'll love it.



Send for our new Station list

CHICAGO  
111 W. Washington  
Sta 2-8900

NEW YORK  
527 Madison Ave  
ELdorado 5-3720

LOS ANGELES  
3142 Wilshire Blvd  
DUnkirk 3-2910

SAN FRANCISCO  
57 Post St  
SUit'er 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you



\*The big K is 50,000 watt  
KSL radio, the *best seller* in the  
big and booming greater Salt Lake  
Market. It's a market that includes  
KSL's leadership in metropolitan areas  
as well as dominance of the eager-to-buy  
thousands in smaller cities and towns,  
a market area of 1,671,200 people.  
It's 111 counties† in 8 states where  
people are reached and sold by  
KSL radio.

†Nielsen: 40 to 100 percent coverage

**BEST  
SELLER**



**THE BIG KSL RADIO**

50,000 WATTS  
CBS for the Mountain West  
Represented by CBS  
Radio Spot Sales

Reaches and sells a GREATER SALT LAKE!

**Q. What fresh evidence turned up in the last year may lead clients into spreading out beyond the traffic hours?**

**A.** An A. C. Nielsen Co. survey in 1956 on how the radio audience accumulates Mondays through Fridays showed that about as many homes are reached in a week between 6 p.m. and 9 p.m. as are reached between 6 a.m. and 9 a.m.

- John Blair & Co., working from a 1956 Pulse study of eight major markets, discovered that about 23% more housewives can be reached by radio at 2 p.m. than at 7 a.m. (and they're not spilling cereal and burning toast then either).

- Albert Shepard, executive vice president of Institute for Motivational Research, told SPONSOR that, "Very effective advertising may still fall short of full effectiveness because it lacks a follow-up." He said IMR studies show that the advertiser who has announcements in traffic hours had better follow up with others in non-traffic hours if he wants an "action trigger" to set off the response pattern between commercial, consumer and product.

- Success stories from such clients as American Airlines which uses midnight through dawn radio, GMAC which saturates week ends, and Seaboard Finance which goes into all slots are proving that all time is prime time.

- Auto traffic studies show that commuting workers are not on the roads only between 7 and 9 a.m. and 4 to 6 p.m. In many markets such as San Diego, Shreveport, South Bend, Syracuse and Tulsa, the majority of factory workers are already punched in on the job by 7 a.m. They are driving home between 3 and 4 p.m. "Prime time" announcements miss them completely.

- An A. C. Nielsen NRI-NSI auto-plus summary report for early winter 1956 showed that at 8 p.m. about 4.7 million homes were tuned to radio along with about 1.5 million cars, with an average of two listeners per car.

- Another Nielsen study on radio and tv homes reached in a week during March 1956, demonstrated that between 8 and 9 p.m. 16.5 million homes used radio against 33.5 million tv. Thus in "tv time" about half as many people are listening as are watching. But the cost differential is far and away greater.

- CBS Radio Spot Sales has come up with evidence of a substantial bonus



# K P R S

is the KEY to  
Kansas City's 127,600  
Negro Market

# O n

The ONLY station in the rich Kansas City Metropolitan area beamed exclusively to the Negro Market...

# K P R S

1000 W. — 1590 KC.

Kansas City, Missouri

Represented nationally by  
John E. Pearson Co.



## SPECIALIZED NEGRO PROGRAMMING

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.

# KPRS

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—  
John E. Pearson Company

of working women listeners who can be reached by advertisers using weekend radio. Based on U. S. Census figures for 11 of the major markets, this study shows that the percentage of working women ranges from 26% in St. Louis to 16% in Washington, D.C. They also can be reached evenings.

These are only a few of the findings in favor of non-traffic times. For more details, see Radio Basics, this issue: "Don't be prime time blind," sponsor 16 March; "Who will make the first big nighttime radio breakthrough?" sponsor 1 June.

## Progress

**Q.** Is anything being done to meet charges of "over-commercialization" in radio?

**A.** A number of stations are beginning to take steps to thin out the overcrowded "prime time" hours. They are accomplishing this by such means as additional premium rates or simply by failing to refill slots as contracts expire. Stations have as much at stake in this as do clients, since too many commercials can spoil programing. This coming season, if more clients are less insistent on traffic slotting and are willing to spread schedules throughout the rest of the day, the practice of overloading "prime times" with announcements may cease without commotion.

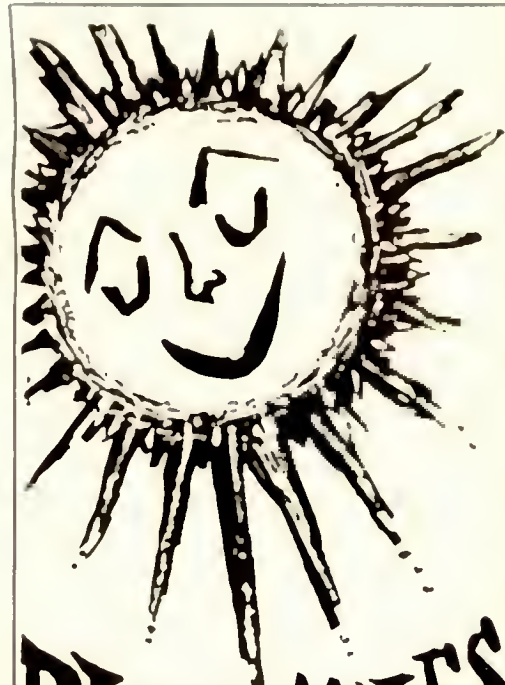
**Q.** Is there much chance of company-by-company spot radio dollar figures this season?

**A.** A big stride was made during the last year by Station Representatives Association which began bringing out quarterly dollar volume figures by product categories. But whether someone else will go to the trouble to bring out individual client spending during the next year is doubtful, despite the fact that such figures are greatly needed. As one adman put it: "With spot business good, the industry will probably figure that they can get along without them. Then if things start to slide off, they'll wish they had them."

## Commercials

**Q.** Is the quality of radio commercial copy keeping pace with growth in spot radio activity?

**A.** "Now that radio has become 'fashionable' again," one rep com-



# BLUE SKIES

OVER FLORIDA'S  
SUN COAST WHERE

# 745,853

HAPPY PEOPLE SAY:

"FISHING IS GOOD . . .  
WEATHER IS FINE . . .  
BUSINESS IS GREAT . . .  
FLORIDA IS  
WONDERFUL . . .

AND . . .

# WTRL

IS THE MOST! WISH  
YOU WERE HERE ON

# WTRL

1490 KC

DICK DOTY, PRES.

BLUE SKIES BROADCASTING CO.

BRADANTON, FLA.



# WANTED

BY CLIENTS  
Members of The



"Jack The Bellboy"  
Notorious audience stealer

## WAOK GANG



"Daddy Sears"  
O. K. Gang Leader

These Men Are Wanted  
TRANSCRIBED OR ALIVE

### REWARD

PAYABLE IN RESULTS

For more information contact Sheriff Forjoe or any of  
his Deputies—or—call Warden Stan Raymond in Atlanta.

### DESCRIPTIONS

"Jack the Bellboy" . . . always  
strikes between 5:30 & 9:00  
A. M. Uses top records, news  
and weather to muscle his way  
into thousands of homes.

"Daddy Sears" . . . leader of the  
gang — armed to the teeth with  
talent — Dangerous between  
4:00 & 8:00 P.M. Has captured  
a tremendous following and is  
gunning for more.

1380 **WAOK** 5000  
KILOCYCLES ATLANTA WATTS

By all accepted standards

**KSTN** leads all stations in the

**BIG STOCKTON, CALIFORNIA MARKET!**

Station Audience Shares  
Monday through Friday

PULSE—May 1957

**KSTN**

	7AM-12N	12N-6PM	7AM-7PM
<b>KSTN</b>	<b>32%</b>	<b>28%</b>	<b>29%</b>
Station B	20	20	20
Station C	4	4	4
Station D	9	12	11
Station E	6	7	7
Station F	17	15	16
Misc.	12	14	13

HOOPER—April-June 1957

**KSTN**

	7AM-12N	12N-6PM
<b>KSTN</b>	<b>39.8%</b>	<b>30.3%</b>
Station B	14.7	24.9
Station C	2.2	4.1
Station D	7.9	10.7
Station E	4.6	5.1
Station F	10.3	7.9
Station G	7.0	6.6
Station H	3.3	2.1
Station I	2.5	1.4
Other	7.9	6.9

**KSTN** STOCKTON, CALIFORNIA  
Music • News • Personalities

Represented by Hollingbery

mented to SPONSOR, "more brain power than ever is going into radio copy." This has been noticed, not only within the industry, but by audiences as well. Newspaper columnists and writers for consumer magazines have been loud in their praise of the improved quality of radio commercial copy, the imaginative jingles, the catchier-than-ever tunes. Admen who, only a short while ago were training their heaviest creative guns on tv commercials are now turning out great radio copy and appear to be having a good time at it.

**Q. What trend has distinguished this new concept of radio copy?**

**A.** Particularly noticeable in recent months and likely to continue during the coming season is the light-hearted "talk" commercial. It fits into musical programing formats well, creating a good contrast to attract listener attention. It also gives d.j.'s, who themselves rely heavily on humor, a chance to kid it. Such comments not only give the commercial added impact, but added seconds of air time. A few of these commercials were adapted from tv, notably the Harry and Bert skits for Pils Beer which are credited by many copywriters with having started the trend.

Some clients who are now attracting attention with their light-touch commercials are: Beechnut coffee, Cavaliers, Ford, Pepperidge Bread, Pall Mall, Sen-Sen, Hoffman's Beverages, Rambler, Contadina, Martinson's coffee, Schick Razor, Schweppes Tonic. Despite their humor, these commercials are really hard sell.

**Q. Does this trend to light-touch radio commercials mean that all clients might profit by using them?**

**A.** No. The light-touch commercial works well for products that are associated with pleasure such as beverages, cigarettes and even—provided copy is handled deftly—with such expensive pleasure products as autos. But it would hardly be appropriate for a life insurance company to use a humorous commercial. With inexpensive items such as a five-cent candy bar, where any seriousness or pomposity would sound ridiculous, the light commercial works fine. It also is ideal for products for which you can't resort to medical claims or which are really little different from competitive brands.



**WPRO**

PROVIDENCE, R.I.

**Radio • Television**



# **CHART YOUR COURSE**

TO

**Southeastern  
New England's**

**BIG THREE MARKET**

**Providence  
Fall River  
New Bedford**

ON

**WPRO**

**BASIC CBS RADIO  
630 KC • 5000 WATTS**

**WPRO TV**

**BASIC CBS TELEVISION  
CHANNEL 12 MAX. POWER**

*Ask your Blairman*



However, if your product really has proveable outstanding sales points, then a straight sell, demonstration approach will probably be a much safer course than taking a chance on humor which can backfire easily.

## Program Services

**Q. Is the continuing boom in spot radio reflected in the radio program services?**

**A.** All the packaging firms report sizeable gains in business volume this year. RCA Thesaurus reports business is nearly 300% greater so far this year than last. Stations that have bought hardly anything in the line of recorded programing since 1952 are coming back as customers, according to the packagers, along with the new stations coming on the air for the first time this year. Programing of all companies is going into new markets, and is being sold to many powerhouse stations. World Broadcasting System's new promotional game, *Sound-O*, is already on more than 1,000 stations. RCA Thesaurus' Lawrence Welk package is in about 135 markets, many of them top markets such as Chicago and Dallas. Sponsors of recorded programs represent a broad base of products: some national clients are coming in.

**Q. What are some of the new programs offered this fall?**

**A.** World Broadcasting System: *Sound-O*, a radio sound effects game designed to serve as both a merchan-

dising and programing feature: can be used as an hour show, a half-hour show, or as all day spot promotion.

- RCA Thesaurus: *Champagne Music of Laurence Welk*, *I Remember When*, a half-hour musical stanza starring Paul Whiteman, *Great Moments in Sports*, series of 52 open-end 15 minute transcriptions, *Quickie Tunes*, for well-timed program closings.

- Harry S. Goodman: *Car Counselor*, especially for auto dealer or similar sponsorship; consists of 156 five-minute shows of interest to motorists (when to change oil, safety tips), *Tex and Jinx*, capsule interviews available in strips of six 10-minute shows or three 15-minute shows weekly, *Opinions Unlimited*, 15-minute news commentaries featuring H. R. Baukhage, H. V. Kaltenborn and John McVaine.

- Charles Michelson: *Life Can Be Beautiful*, also other soap operas, *The Clock*, *Famous Jury Trials*.

- Sesac, *Transcribed Library*, packages for such specialized musical programing formats as folk music, band music, polkas, classical, religious, Spanish, Hawaiian, etc. These packages (especially band and classical) are also selling to tv stations as background music or as themes for feature film. No open end transcribed shows.

- Lang-Worth Feature Programs, Inc. In the station service area, this firm offers *Airlifts*, jingles for time, weather, station promotion, sound effects and musical intros.

- Standard Radio Transcription Services of Chicago: *Lawrence Welk Library*, collection of 212 Welk renditions with Welk voice tracks, *Shorty*

*Tunes* for special broadcasting needs, all instrumental. Also libraries of transcribed music and sound effects.

**Q. Are any new trends developing in type of transcribed programing?**

**A.** The increased sales reported by World, Goodman, RCA Thesaurus and Michelson is attributed by them to a growing interest among stations and clients in "talk" programs as a change from the music-and-news formats.

"As tv is beginning to lean more heavily on music for programing," said Harry Goodman, "radio seems to be turning more to drama." If such a trend is starting, then radio would be on the way toward completing a full cycle in programing concept.

If this is the start of a trend, what lies behind it? "Some national agencies and clients," said Don Ash of RCA Thesaurus, "seem to feel they're not getting full impact from announcements within d.j. formats and are beginning to think in terms of open-end shows for importance and identification." Perhaps this is reflected in a small way by the comment by one timebuyer in SPONSOR's spot radio survey. As a suggestion on what is needed to sell nighttime radio, he noted: "Better programing, also in daytime. One show is like another if they're all music-and-news."

**Q. Are any trends developing in timing of program e.t.'s?**

**A.** Nighttime radio is getting a break with a lot of this programing. As was previously mentioned, mystery and ad-

# W W R L

## NEW YORK

HAS THE LARGEST AUDIENCE IN 2 MARKETS

### NEGRO

1,100,000

### SPANISH

970,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS

DEfender 5-1600





*you mean* **IT'S NOT A ONE-STATION MARKET?**

No, Virginia, it's not a one-station market—even though ARB, Nielsen and Pulse have made it look that way. There really *are* other TV stations in Eastern North Carolina. Sure, these are the facts . . .

- . . . ARB (Jan. 1957) credits WNCT with: • every one of the top 15 shows
- dominance of 140 nighttime ¼ hours (6 P.M.-Midnight, Sun. thru Sat.) • plus daytime dominance, too. • (confirming the earlier Pulse ratings) . . . Nielsen reports that WNCT reaches more Eastern N. C. homes and is viewed regularly by 40% more homes than any other station.

But honest, Virginia, WNCT is not the only TV station in Eastern N. C. It's just that all those reliable sources keep making it look that way.

**WHALE OF A STATION ❖ WHALE OF A MARKET**

COUNTIES SERVED	42
POPULATION	1,496,700
TV HOMES	194,560
EFFECTIVE BUYING INCOME	\$1,460,140,000
RETAIL SALES	\$1,150,316,750
GROSS TOBACCO SALES (Type 12)	\$477,816,430

Sources: NCS No. 2, TV Magazine USDA SM Survey of Buying Power. SRDS





**PITTSBURGH**

**WILLY**  
TEN EIGHTY-0  
ON YOUR RADIO!

Ernest Tannen  
Vice-President & General Manager  
Represented by STARS NATIONAL

**ST. LOUIS**

**KXLD**

William W. Jefferay  
Vice-President & General Manager  
Represented by  
JOHN E. PEARSON CO.

**DALLAS-FT. WORTH**

**KNDK**

Stuart J. Hepburn  
Vice-President & General Manager  
Represented by  
JOHN E. PEARSON CO.

**The Premier  
NEGRO  
MARKET  
Stations In America!**

**Nothing Makes Your Products GO . . . as fast as NEGRO RADIO!**

venture shows are getting a big play across the board in the evenings. RCA Thesaurus reports that about 90% of stations using their *Champagne Music of Lawrence Welk* are programing it after 6 p.m.

## Farm Radio

**Q. What is the outlook for farm radio this fall?**

**A.** Farm radio is continuing very strong, according to station reps. In many cases, time on farm stations is already well sewed up, since many farm client buys are for 52 weeks. SPONSOR's 1957 *Buyers' Guide* reported that 77% of the 2,676 stations responding to its questionnaires scheduled some specific farm programs weekly. Of these, 29% program more than five hours per week.

**Q. What are some facts that may help clients make up their minds about going into farm radio this season?**

**A.** A recent John Blair Co. presentation (See "How stations sell farm radio today," SPONSOR 30 March) has turned up the following facts about farm radio: 6 million farm families make up the national market for farm radio. In this audience, radio has 98% penetration. The farm market has 5.6 million radio homes, with another 3.3 million radios in cars and trucks. But the farmer is not only reached in his home or car; radio gets to him in the barn and on the tractor. The cost of reaching a farm audience with radio is at least 500% less than via farm publications. Farm families spend more time listening than do urban families: 3.03 hours per day, or 24% more listening than shown by Nielsen for urban families.

The prime force behind farm radio is the farm director of the local station. He is a community figure, frequently associated with a state agricultural bureau, on whose words farmers rely. He is the perfect merchandiser, calls on dealers, addresses grange or other agricultural meetings, identifies with the client's product.

**Q. Who are some of the major clients in farm radio now?**

**A.** Alcoa, Allis-Chalmers, American

**Down SHREVEPORT way  
our folks  
know their  
BRANDS!**



'Cause 91,000 BRAND-CONSCIOUS Negro listeners buy the brands the KANV PERSONALITIES SELL, all day, every day.

In the Shreveport area, where Negroes receive 43¢ out of every payroll dollar, KANV is the ONLY ALL-NEGRO PROGRAM STATION.

Distributors report that BRAND sales jump daily . . . . . And advertisers jump to renew their KANV contracts!

**JUMP NOW! Let KANV**

**RING  
THE BELL  
for you!**



Write, call or wire the KANV Representative in your area—NOW!

**KANV**  
1050 kc - 250 Watts - DAYTIME  
the ONLY ALL NEGRO PROGRAM Station in  
**SHREVEPORT, LOUISIANA**



# WLIK

5,000 WATTS  
1270 KC NEWPORT

IRA CRISP, Mgr.

# WLIL

1,000 WATTS  
730 KC LENOIR CITY  
ARTHUR WILKERSON, Gen. Mgr.

# WAEW

1,000 WATTS  
1330 KC CROSSVILLE  
CLARENCE STINNETT, Mgr.

2 or 3 station  
package discount  
write for rate card

SERVING AND SELLING OVER A MILLION PEOPLE  
IN SEVEN STATES

*the Arthur  
Wilkerson  
Stations*

ARTHUR WILKERSON

General Manager  
Lenoir City, Tennessee

# WLIL

Cyanimid, Dow Chemical, Hercules Powder, International Harvester, Pfizer, Reynolds Metals, Hess & Clark, Dekalb Agricultural Assoc., Standard Oil of Ohio, Institute of Life Insurance, among many others.

## Foreign Language

**Q.** How extensive is foreign radio (exclusive of Latin American) as this season begins?

**A.** The number of languages has increased over 1956 (57 to 48), but the number of radio stations programing is slightly off this year. According to *Buyers' Guide*, 307 stations out of 2,676 reported programing for one or more foreign speaking segments in their communities. This represents 11%. Last year 410 respondents out of 2,515 stations, or 16%, went in for foreign language programing.

States with a fairly large number of foreign language stations are: California, Connecticut, Illinois, Indiana, Louisiana, Maine, Massachusetts, Michigan, Minnesota, New Jersey, New York, North Dakota, Pennsylvania, Texas, Wisconsin. Most of these stations are in the older urban manufacturing centers. Most popular languages are Polish, Italian, German, French, Greek, Ukranian, Hungarian, Portuguese, Jewish. But these are only the leaders in this field of 57 varieties, which includes such minority tongues as Basque, Chamorra, Tagalog, Thlingot, Pennsylvania Dutch, along with Amerind languages such as Hopi, Apache, Ute and Zuni.

## Spanish American

**Q.** How large is the Spanish-American market and where is it concentrated?

**A.** New York City is now the largest Latin center with a Latin population exceeding 800,000, 70% of whom are Puerto Ricans. Market is served by two Spanish stations. The other large centers are concentrated in the Southwest and West Coast. They are: *Los Angeles County*, Latin population exceeds 500,000, served by one full-time and two part-time Spanish stations: *San Antonio*, 50% of population speaks Spanish, one full-time and two

Tested and Approved by  
National Advertisers!

# KIFN

Spanish-Language Broadcasting  
Is Our ONLY Business!



## We're known by the Companies We Keep!

Cudahy Packing Co  
Quaker Oats Co.  
Carnation Co  
Camel Cigarettes  
Burgermeister Beer  
Pet Milk Co.  
Folger Coffee  
Natl Assn of Ford Dealers  
Kool-Aid  
MJB Co  
FAB  
D'Fransia Laboratories  
J. C. Penny Co  
Lee Optical Co  
Olympia Beer  
Holsum Bread  
Barq's Beverages  
Wright Mfg Co  
Los Angeles Soap Co  
Winston Cigarettes  
Frontier Airlines  
Salem Cigarettes  
Shamrock Dairy  
Security Stamps  
Safeway Stores  
Schlitz Beer

KIFN's listeners will learn to like YOUR company too! The cost is modest but the results are BIG!

Ask these YANQUIS how  
KIFN sells!

NATIONAL TIME SALES  
New York City  
and  
Chicago

HARLAN G. OAKES  
San Francisco  
Los Angeles  
San Antonio

# KIFN

860 Kilocycles • 1000 Watts  
REACHING PHOENIX AND  
ALL OF CENTRAL ARIZONA



part-time Latin stations: *Rio Grande Valley area*, about 350,000 Latins on U. S. side plus bonus audience across border, four stations; *El Paso*, about 60% Spanish with bonus market of 180,000 in *Juarez, Mexico*, two stations in *Juarez*; *San Francisco Bay area*, one Latin station in *San Diego*; *Corpus Christi*, about 15% Spanish, two stations; *Nuevo Laredo and Mexico-Laredo*, about 100,000 Latins in this market, served by several stations. *Albuquerque area*, about 125,000 Latin Americans in this market, one full-time station.

Two Spanish language networks have been formed—Sombrero Network and National Spanish Network.

**Q. Who are some of the national clients heavily in Latin-American radio?**

**A.** Here are some of the major nationals using this kind of radio: Camels, Falstaff Beer, P&G, Pall Mall, Sal Hepatica, Folger's Coffee, Nescafé, Nabisco, Jell-O, Fleecy White, Black Flag, Lucky Strike, Pet Milk, 4-Way Cold Tablets, Colgate's Halo, Ex-Lax, Scott's Emulsion, Big Top Peanut Butter.

Flav-R-Straws, Greyhound Bus, Carnation, Italian Swiss Colony Wine. A lot of these buys are for 52 weeks.

**Q. What types of programing are most popular with Latin audiences?**

**A.** First love of the Latin American is music, and his native rhythms hold top rank. But U. S. pop music is also well liked. Second to music in reaching this audience is the Spanish version of the soap operas which do not go on forever but close in 60 to 300 episodes.

Most popular format for Latin-American newscasts are the five-minute headline type with strong emphasis on local and Latin affairs.

**Q. What are the prospects for Spanish radio this season?**

**A.** Arthur Gordon, of National Time Sales which represents National Spanish Network, reported that the first five months of this year was the best period in seven years for its Spanish stations. The increase is continuing and the upcoming season looks particularly healthy. This is in large measure due to old clients staying while new ones move in.

**Q. What are some do's and don'ts for clients planning Latin American radio spot campaigns?**

**A.** Here are just a few tips offered by Richard O'Connell, whose firm specializes in Spanish market station representation and represents Sombrero network:

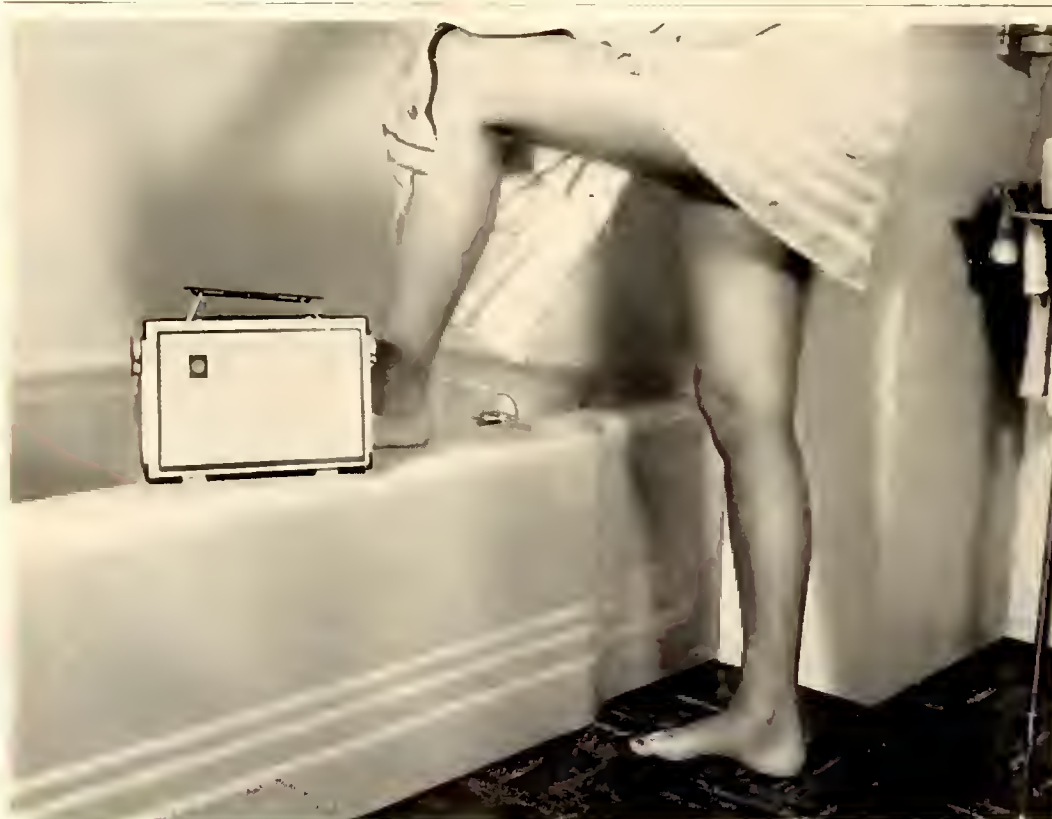
1. The Latin American actually appreciates the use of his language by a national product. This sense of recognition is of tremendous importance to him as the purchaser.

2. Merchandising is important. Displays and cross-plugs within programs sponsored by retailers are vital because almost all retail advertising on that level is done via Spanish tv or radio. Newspapers have little place in the Latin American's life.

3. Clients should not feel that Spanish radio requires a "special" budget. It should be part of the regular budget going to these markets just as in the case with French radio in Quebec.

**Q. What kind of commercials are most effective for Spanish radio?**

**A.** According to Richard O'Connell jingles are very successful in Latin American broadcasting. Many of the famous American jingles (Lucky



## Only a part of the picture!

WWOK ain't first . . . YET . . . but from the bottom slot, in twelve short months, we're only two away from top spot on weekdays . . . solid first on Sundays! Greatest audience increase of any one of the six stations in the market.

*The music station*  
**WWOK**

1000 WATTS/1480 KILOCYCLES  
CHARLOTTE, NORTH CAROLINA

Latest Pulse puts WWOK hard on the heels of the BUYING housewife when she's ready for a music lift. Better grab this potent force in the Charlotte trading area. Stars National, Inc., national rep/Jas. S. Ayers, Southeastern rep.





*“Our greatest challenge . . .  
the development of men”*

Ralph Cordiner, President, General Electric Company

*“Few expenditures we can make are more important than those for education. A well-educated person produces more and consumes more, makes wiser decisions at the polls, mounts a stronger defense against aggression, and is better able to perform the grave responsibilities of American citizenship.*

*“Freedom needs educated people. So do business and industry. I earnestly ask you to support the college or university of your choice in its planning for expansion and a stronger faculty. The returns will be greater than you think.”*



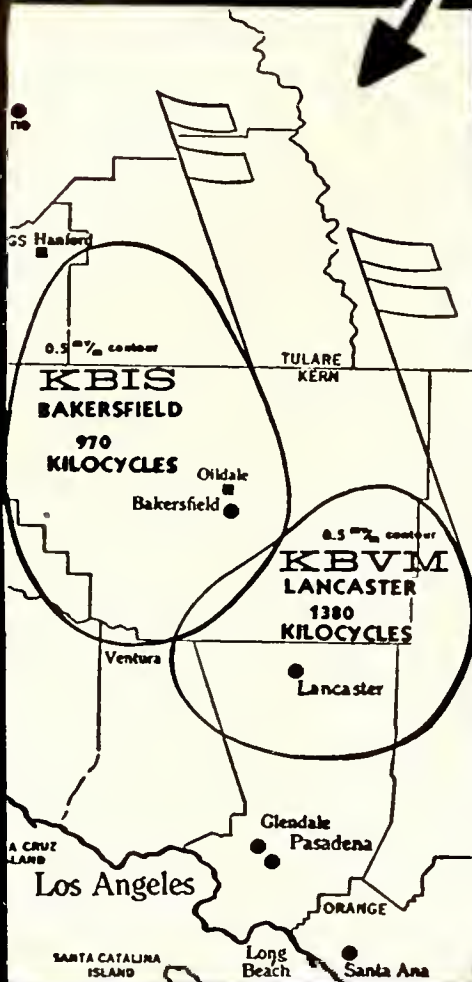
If you want more information on the problems faced by higher education, write to: Council For Financial Aid To Education, Inc., 6 E. 45th Street, New York 17, New York



*Sponsored as a public service, in cooperation with the Council for Financial Aid to Education*



## TWO HITS and NEVER A MISS



popular music stations  
BAKERSFIELD and LANCASTER ) CALIFORNIA

**KBIS** **KBVM**  
SOUTHERN SAN JOAQUIN VALLEY TRADING AREAS ANTELOPE VALLEY

447,000 — POPULATION — 91,000  
\$580,282,000 — RETAIL SALES — \$102,000,000

COMBINED 2 MARKETS TOTAL { POPULATION... 538,000  
RETAIL SALES... \$682,282,000

Represented: Adam Young, Inc.

BUY BOTH STATIONS  
KBIS and KBVM  
FOR COMBINED RATES  
LESS 10%

Strike, Hit Parade, Texaco) have been recreated and adapted for Spanish with good results.

## FM Radio

**Q. What is the current status and outlook for frequency modulation?**

**A.** Late last year, at the instigation of NARTB's Fm Radio Committee, a survey of the fm situation was conducted under the direction of John F. Meagher, NARTB radio vice president, and Richard Allerton, its research director. Here are some of their findings based on 168 replies to questionnaires sent 334 fm stations:

- Most typical sponsors are record and hi-fi dealers, appliances, beer, gas and oil, automotive.
- Median fm time charges are about half the am rate.
- Seven stations reported they are over 90% sold out.
- Most popular programming is, in this order—music, sports, news. Sports shows are sponsored on 41 stations, music on 20.
- Three out of four stations go on the air before noon.
- Fm duplication of programs aids am coverage, was the consensus among 123 stationmen.

As of the end of May of this year, 532 fm stations were on the air. This is quite a few less than the over 700 on the air in 1949 when fm interest was at a peak. Set manufacture has slipped also. Last year about 200,000 were made in contrast to peak years 1948 and 1950 when about 1.5 million were turned out.

The profit-loss picture on fm broadcasting isn't the brightest either. The NARTB survey showed 13 stations with a profit, 42 breaking even and 78 losing money. As for fm-only stations, 13 were making money, 36 holding their own and 38 in the red.

Despite its troubles, however, fm is showing signs of moving forward again this year. At the present time, there are about 15 new station requests and 115 pending applications with FCC. There are probably about 10 million sets in the U. S. that can receive fm signals. Recent studies in some major markets have shown an increase in fm penetration. Hi-fi enthusiasts are in part responsible for the renewed activity and fm radio's improved outlook.



## TOP DOG in Central ARKANSAS\*



Reach this important market and 32 central Arkansas counties most effectively via

## KVLC radio

Lowest cost per 1,000. Unquestioned leadership proved by latest "Pulse" and 15 consecutive monthly "Hooper" ratings!



ARKANSAS' ONLY MEMBER  
AIMS GROUP

Get the KVLC Success Story today!  
New York: Richard O'Connell, Inc.  
South: Clarke Brown Company  
Chicago: Radio-TV Rep., Inc.  
West Coast: Tracy Moore & Associates

## KVLC

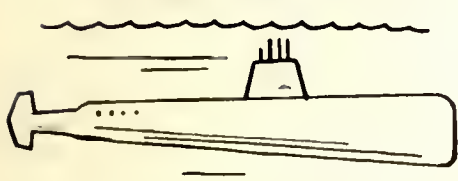
LITTLE ROCK



FACTS SHOW

**WICH**

reaches  
the most people  
in Connecticut's  
*fast-growing*  
atomic  
submarine



county-  
bounded by  
**NORWICH**  
**NEW LONDON**  
**WESTERLY, R.I.**

*Merchandising,  
too!*

- 10 OUTDOOR BOARDS
- 15 TAXICAB POSTERS
- DIRECT MAIL

*For details contact:*

Everett McKinney,  
40 E. 49 N.Y. PL 3-9332  
Foster & Creed,  
Statler Off. Bldg. Boston HU 2-4845

## Music Programing

**Q.** What is the overall picture of music programing as the spot radio fall season begins?

**A.** Country-Western music came up fast this year as a station specialty. sponsor's 1957 *Buyers' Guide* showed that 75% of the 2,676 stations responding regularly schedule Country-Western. The same percentage of stations feature some concert music. Pop tunes, of course, continue high with 385 stations in the sponsor survey reporting 75 hours a week devoted to spinning hit records. Popular music, including jazz, rhythm and blues, old standard and Broadway show tunes, is a strong part of programing in virtually every part of the country, although formats may vary depending on geographical areas and types of audiences sought. Of the same *Buyers' Guide* respondents, 93% reported scheduling each week some gospel music or religion.

## Negro Radio

**Q.** How big is the Negro market?

**A.** There are 17 million Negroes in the United States, with more than half of them (seven million-plus) living in 60 metropolitan areas. Five market areas—New York, Chicago, Philadelphia, Detroit and Washington—have a combined Negro population of almost four million persons.

**Q.** How significant is this market in terms of broadcasting?

**A.** Television is still relatively unimportant as an advertising medium programed specifically to Negroes. Radio, on the other hand, is a progressively important medium to national, regional and local advertisers seeking to reach this special interest market.

The scope and size of Negro-appeal radio—radio programing aired directly to the interests and tastes of local Negroes—is getting larger every year.

**Q.** How many stations carry Negro-appeal programs?

**A.** As of last March, there were 568 stations carrying Negro-appeal programing. These stations are located in 38 states and in the District of Columbia. The hours of Negro-appeal



## A Date with Del

After a big splash in Chicago and St. Louis radio, and dramatic parts in New York television, Del has come home to give all Middle Georgia a touch of glamor, genuine southern friendliness, and just plain charm, on our Monday through Friday program at 11 A.M. Her main interests (and those of her viewers) are people—national celebrities, hometown folks, and neighbors doing a job for other neighbors. Her message "gets through" and so will YOUR sales message.

How would you like "A Date with Del?" Your next campaign needs one!



**MACON, GA.**

National Rep:  
**EVERY-KNODEL, INC.**



programing, of course, are directly proportionate to the Negro population. In some Southern areas, where the density of Negro population is 75%, some stations will program exclusively for Negroes. In other cities, where perhaps only 10% of the population is Negro, the Negro-appeal station will carry a minimum schedule.

**Q. What types of shows are programmed for Negroes?**

**A.** Negro programing many times is no different than so-termed general appeal shows and features. Most radio stations identifying their schedules strongly with Negroes, however, tend to use popular local Negro personali-

ties. They broadcast news of the Negro community, stress rhythm-and-blues music, community service broadcasts and religion.

Forty-seven radio stations broadcast their schedules 100% for Negroes in their area and these outlets adapt popular general features to this specialized audience. There are Negro homemakers, newscasters, disk jockeys and actors who pull audiences throughout the broadcast day.

**Q. What kind of advertisers buy Negro-appeal radio?**

**A.** Not too long ago nine in 10 national and regional advertisers who bought Negro-appeal radio sold prod-

ucts identified almost exclusively with Negroes (such as certain hair preparations and cosmetics). These patterns are changing, however.

There's an ever lengthier list of general consumption items being advertised with this type of special-appeal radio. Many clients, such as Phillip Morris, Pet Milk and Budweiser, have long sought to reach Negroes. Others, such as Cadillac, *Ladies' Home Journal* and Viv lipstick, are fairly new to this realm.

**Q. Why the upsurge in general consumer clients?**

**A.** Because the Negro market is less distinguishable from the white market than it used to be. The social, economic and professional status of Negroes has improved immeasurably in the past decade.

They have migrated into areas which offer better job opportunities, their standards of living—and of consumption—have been bettered by higher incomes: their acceptance as part of many communities has been enhanced.

There's another big reason why advertisers are interested in Negroes. A lot of the myths and fables about Negroes have been blasted. Research and intelligent application of the research findings have shown what should have been obvious but wasn't: Negroes are first of all people and secondarily Negroes. They thus constitute an increasingly good market worth shooting for through special stations.

**Q. In what ways is the Negro listener different?**

**A.** Despite the many similarities between the specialized Negro audience and the general audience, there are some basic differences on which marketers agree.

They think Negroes tend to have the following characteristics as buyers: they're more loyal to a station and its personalities once a mutuality of interest has been established: they're responsive to appeals which relate very directly to their own ethnic and social backgrounds, which are very different from those of people in the majority groups; they tend to spend more money on food than do white families with the same income; there's a marked tendency to buy quality—which usually means expensive—products, regardless of the type of item; Negro women, far more than white, control the family budget.

THE AGRICULTURAL HEART OF THE PACIFIC NORTHWEST

**KPO**

**COVERING 20,000  
RADIO FARM HOMES**

**The only radio station in  
Central Washington with a  
full time farm news reporter**

**5000 W - 560 KC**

**ABC - NBC**

**NATIONAL REPRESENTATIVES:  
FORJOE & CO., INC.**

**SEATTLE & PORTLAND REPRESENTATIVES:  
ART MOORE & ASSOCIATES**

**NATIONAL SALES:  
PAT O'HALLORAN**

**Normandy 3-5121 (Wenatchee)**



# the only station out of its TEENS!



## WITH 22.4% PULSE SHARE OF THE AUDIENCE!

... the only Indianapolis radio station out of its teens, preferred by and selling the audience that does the *buying*—the *adult* audience. Here's your radio buying guide to who's-who in the heart of Hoosierland . . . proof in black-and-white that, for bigger sales results, it's WXLW with a 22.4% PULSE share of the audience, the *largest* share in Indianapolis, 7 days per week. The reason? WXLW's programming is different . . . a music and news formula deliberately and specifically created to sell the adult age group . . . representing the lion's share of the purchasing power. WXLW's is a vast audience of product-hungry Indianapolis *adults* who *buy more* of everything you want to sell. The chart proves it . . . and so will your sales.

**CONTACT YOUR NEAREST  
JOHN E. PEARSON REPRESENTATIVE**

### WXLW TOPS THEM ALL

INDIANAPOLIS METROPOLITAN AREA—APRIL, 1957—SHARE OF AUDIENCE				
Monday-Friday 6 A.M.-6 P.M.	Mon.-Fri. 6 A.M.-6 P.M.	Saturday 6 A.M.-6 P.M.	Sunday 6 A.M.-6 P.M.	Week 6 A.M.-6 P.M.
<b>WXLW</b>	19.8	20.5	29.0	22.4
Sta. A	19.1	18.3	16.4	18.1
Sta. B	17.9	16.2	12.7	16.2
Sta. C	17.7	13.4	15.4	15.7
Sta. D	12.1	15.0	10.8	12.7
Sta. E	10.8	11.1	9.5	10.6
Misc.	2.8	5.5	5.8	4.4
H. U. R. *	23.8	18.3	14.4	18.9

\*Homes using radio

Rating Source: The Pulse, Inc.

**950  
ON YOUR DIAL**



**INDIANAPOLIS  
5,000 WATTS DAYTIME**

*Indianapolis' FINEST approach to HIGH FIDELITY sound!*



## At a glance, here's what's new at the four radio networks

### ABC

American's entire operation, top to bottom, is being re-oriented in the direction of its station affiliates. Why? Because its new president, Robert Eastman, thinks the network function of today is to supplement the program schedule of the strong local station and to return more revenues to the affiliate than ever before. This means depth programming along local station lines: in news, live and recorded music, use of strong non-tv personalities—all flowing naturally into and away from local programming so that continuity is effortless and almost unnoted. Eastman has surrounded himself with a group of new top echelon men steeped in station rather than network philosophy. He's building several hour-long live shows to replace some of the current dramatic programming; new slide film and high-fidelity presentations for client and agency showing. Now planned and in the works: a new station compensation plan and a re-appraisal of current network time charges for fall selling. American is taking a program tack similar to Mutual's, a selling and promotion approach more like CBS' and NBC's.

### CBS

Columbia is the most constant element in radio networking, and certainly the most stable of the four networks. Its management, programming and sales concepts remain pretty much the same because they've added up to a winning formula over the recent years of network decline. They have the most money coming in, the biggest daytime audiences, the most fixed programs. For these reasons, and many others, the 1957 changes at CBS are extensions rather than revisions. President Arthur Hull Hayes is directing an aggressive sales organization which is hitting hard on the need for creativity in commercial content and for development of nighttime program periods. CBS aims for new and more varied shows as more advertisers—the blue-chips especially—come into the network ranks and swell the program investment fund. Programming is still the thing, in CBS thinking—it's what gets and keeps audiences and the block around which successful local operations revolve. It bagged the biggest network radio client in years three months ago: Ford Motor Co. has signed for \$5.5 million (gross)

### MBS

Mutual undoubtedly has seen the biggest upsets of any network in the past year. But, having hit the bottom, it finds that "up" is its only direction. And "up" goes even farther than Mutual anticipated. Today the network is essentially a program service of news, music and sports, with occasional one-shots thrown in. It's a bartering operation, feeding X number of shows to its affiliates free in exchange for Y number of time periods which the network can then sell to national advertisers. This rules out station option time, the eternal problem of station clearance. It also gives, according to Jack Poor, MBS president, a pre-clearance guarantee of 83% of the Mutual lineup. Poor is getting what he hoped for: strong independent stations moving in as affiliates, advertiser interest in a pre-cleared package. Operating costs have been cut and the network thinks it's well on the way to being in the black. The glamor of network radio as it used to be is gone for Mutual, says Poor. But he thinks this kind of a limited operation can sustain itself as a significant part of radio and as a solid buy for clients.

### NBC

There's been a crescendo of interest in NBC on the part of sponsors and prospects as a result of the new intensity and enthusiasm with which the network is being promoted and sold. Network executives, under the direction of Matthew J. Culligan, vice president in charge, are using flair and drama to sell a lot of old radio concepts in a new way. The best known gimmick—and it has shown itself to be far more than a mere springboard into a sales pitch—is the Imagery Transfer concept. For this, Culligan and his staff advocate special copy approaches and appeals for the special medium of radio. This idea of a transference of a product or concept image as a result of a radio trigger has brought many a new advertiser into the NBC lineup. NBC's program structure is centered on such sound sales successes as *Monitor* on weekends and *Hot Line* with its hourly news. The network hits hardest on news and music but plans to put more spadework into other types of programming. It's looking most of all for a saleable daytime formula—saleable both to clients and to the affiliates.



# NETWORK RADIO BECOMES FASHIONABLE

*You'll hear more talk about net radio this year than at any time since tv arrived. Why? There are two big reasons: (1) Years of selling have penetrated. (2) The networks continue to re-shape programing and sales to the needs of all kinds and types of advertisers. The blue-chip sponsors are back and they're pacing the rest*

## Outlook

**Q. How does business look at this half-year point?**

**A.** Network radio business looks better than it has in seven years and gives promise of making even stronger dollar gains in the last half of this year. January, according to one network president, was the lowest point in network radio's history. Since then, dozens of new advertisers have made network buys, many for the first time. The biggest money, of course, is coming from the blue-chip advertisers.

Matthew J. Culligan, vice president in charge of NBC Radio, says this spring 49 of the country's top 100 national advertisers were using network radio. This represents almost a 100% gain because at the same time last year there were only 26 such majors in the network radio lineup.

Radio is "back in the media living room," he says. "The most deliberative buyers are buying it. This return of the smart buyers is now a trickle but it will be a flood within six months."

The SRO sign is already being hung out by the networks on certain time periods and programs. Mutual, for example, has 82% of its half-hourly newscasts sold. Thirty-one availabilities in this news package are left, and when these are sold the network will be "in the black," says a top-level spokesman. NBC's increasingly pop-

ular weekend *Monitor* is 93% sold out.

CBS in the six-week period ending the third week of June reported 18 new contracts, one extension of a schedule and 17 renewals—36 orders. NBC has tabbed 75 advertiser orders in the five-month period since 1 January, a net billing of more than \$11 million "larger than the total of all 1956," Culligan told SPONSOR.

Robert Eastman, American's new president, says his most important single task is to get more sales at good rate—and he'll hold firmly to the rate card line. He is planning seven or eight hour-long live music and personality shows which he thinks will attract a new group of advertisers. Because he thinks "network radio has been very badly sold," he's spending a lot of time in sales planning. His primary sales emphasis is on sales effectiveness. "We're selling our network on its own merit, and its most important merit is what it does for the person who invests the dollars."

**Q. Are the networks making money?**

**A.** None of the networks, at this point, is in the black. They have high profit hopes for the future, however. There are two main reasons for this optimism: (1) their losses are decreasing every year as they make more sales and tighten up their operations, and (2) they see a lot more money coming into their coffers as they switch from a holding operation to more aggressive types of programing and sales tactics.

They're still trimming a lot of fat. They've put in full-scale economies at all levels, management to engineering. They're spending a lot of time analyzing past mistakes. They're pre-planning every move so they can get maximum value for every dollar they spend.

**Q. Why are advertisers showing a new interest in network radio?**

**A.** There are many reasons for re-emergence of interest in and enthusiasm for network radio. Among them:

- Spadework carried on by network sales and promotion departments over the past few years is just now in many cases beginning to pay off.

- The networks have developed new and unique approaches to selling their product.

- The costs of the visual media—television and print—have risen to the point where re-appraisal of all ad budgets is a necessity. Network radio is estimated by a CBS executive to be one-third to one-fourth the cost of tv.

- Heavy investments by such major accounts as Lever Bros., Ford Motor and Brown and Williamson have attracted industry interest and led advertisers into the fold.

- The listening audience has leveled off and is now a stable one.

- An increasing number of advertisers want to reach listeners in cars, radio's exclusive audience.

- The economy of radio, disputed by no one, gives an advertiser affordable frequency in an era when quantity



Facilities are highly important – but, fundamentally without the skills, ideas, drive, sense of responsibility and enthusiasm of capable *people*, all the watts and kilocycles are reduced to immobile electronics. Still miracles – but motionless.

The American Radio Network executive team is staffed by men with wide experience in radio broadcasting. They know the complete character of the business. They know stations, local programming, all facets of radio selling, station management. They are men who agree that the right kind of network programming must be in harmony with the local programming of the affiliated stations.

# RADIO IS

They are well aware that, finally, all their plans and follow-through must be directed to making the American Radio Network a 3-way asset.

- 1. for affiliated stations**
- 2. for local listeners**
- 3. for advertisers**

This All-American management team is sold on the brand of showmanship that is a vital force in selling. To forever close the remaining gaps between local station and network thinking – they are dedicated to the job of producing the finest radio program-product and exercising a new and progressively creative force in the radio industry.

**American Broadcasting Network**



Stephen B. Labunski  
*Vice President*



Robert E. Eastman  
*President*



# PEOPLE

Thomas C. Harrison  
*Vice President in Charge of Sales*



Edward J. DeGray  
*Vice President in Charge of Sales*

Stephen Riddleberger  
*Assistant Vice President*





of advertising impressions is difficult to buy because of costs.

• An increasingly important factor is merchandising. Advertisers want a unified station lineup to cooperate at the local level, and they like the merchandisability of a personality.

**Q. Why is merchandising so important to an advertiser?**

**A.** Marketing men realize more forcefully than ever that they have to back up their advertising to make it pay off the biggest dividends. They have to cement dealer and trade relations. They install window streamers, arrange shelf displays, send dealer mailings, promote their radio personalities, tie in advertising to field force sales meetings.

Network, the networks contend, is more merchandisable and promotable than any other type of broadcasting—far more than print. It's national, reaching into all segments of the product's distribution territory. It's more easily maneuverable than a station-by-station lineup. Merchandising and promotion can be coordinated by one central department at network headquarters and funneled down to the affiliates.

## Advertisers

**Q. What advertisers are using network radio?**

**A.** The range of advertisers using network radio is broad, from small regionals to large nationals. SPONSOR made the following analysis based on network advertisers as of 1 June.

There were 148 different accounts on the air, most of them company names familiar to advertising people (General Foods, Miles Labs. etc.). Some, however, are relatively unknown (California Packing, Knapp-Monarch, Midas). Of the total, ABC and CBS had 44 accounts each; NBC, 34, and MBS, 26. (Last year there were only 55 advertisers using network radio all told.)

Most business continues to come from food advertisers, accounting for roughly one in every five network radio accounts (19%). But there have been interesting weight shifts in product types using net radio. SPONSOR's analysis as to current types of network advertisers show religion a close second to food, representing 16% of all

accounts. (These percentages have no relation to amount of time purchased or amount of expenditure. They are merely an advertising index.)

Here are the product or service categories of network radio advertisers today: 19%, food product producers; 16%, religion; 14%, drug; 12%, services; 12%, household items; 10%, automotive and automotive products; 6%, miscellaneous; 4%, cigarettes; 3%, cosmetics; 2%, appliances; 2%, beverages.

**Q. How are individual advertisers using network radio?**

**A.** Networks in the past five years have continued to develop new ways in which the medium can be used by advertisers—all kinds of advertisers. They've broadened the client base as shown by the 148-account figure of today contrasted with a total of 25 national advertisers using all four networks a decade ago.

Advertisers are mainly attracted by an all-descriptive word—flexibility. This elasticity and maneuverability applies to every facet of use: time, station lineup, costs, frequency, duration, audience, mood, program, performer.

Here are examples of this varied flexibility as it applies to some 1957 network sponsors.

### ABC

**General Foods** is spending \$1 million on American's morning block (*Breakfast Club*, *My True Story*, *When a Girl Marries* and *Whispering Streets*) to sell a variety of products. Among them: Post Cereals, LaFrance, Calumet, Jell-O. Scope: full network, 52 weeks.

**Pharma-Craft** manufactures Coldene, a product which tabs 90% of its sales during the fall and winter. A 26-week seasonal campaign was budgeted at \$200,000 and involved the morning block to reach housewives.

**Carling's Ale** went into network with a small budget and a musical commercial. To gain the most effective use of the commercial and spread it over as many months as possible, the client bought a schedule of 20 five-minute *Martin Block Shows* per weekend for one weekend monthly from April through August after using two weekends in March. The \$100,000 campaign skipped nine Northwestern states which have low or no distribution.

**The McIlhenny Co.**, which makes

The most attractive  
**"Package DEALS"**  
 in Western New York

**\$100 A WEEK** buys  
**ALL these and MORE!**

THE MOST POPULAR  
 PERSONALITY PROGRAMS  
 IN THE AREA!

**NBC NETWORK**  
 50,000 WATTS  
EVERY-KNODEL, INC.  
 National Representatives

For details call any office of AVERY-KNODEL or WKBW direct.

**WKBW**  
 BUFFALO'S MOST POWERFUL STATION  
 RADIO CENTER BUFFALO NEW YORK

**DIAL-1520**  
CLINTON H. CHURCHILL  
 Founder, President  
 and General Manager



# THE STEERE STATIONS

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5000  
Watts  
NASHVILLE  
TENNESSEE

5000  
Watts  
Kalamazoo  
Michigan

● When the Steere Stations' representative calls on you, here are some basic facts you ought to know about these two rich regional markets:

**WMAK, Nashville** — 56th U.S. city. WMAK, 5,000 watts full time at 1300 kc., covers 1,355,000 population area with \$924,427,000 total retail sales. The Mid South's most powerful MUSIC and NEWS independent.

**WKMI, Kalamazoo-Battle Creek** combined metropolitan Twin City area . . . 270,000 population, 76th in U.S. The WKMI signal covers 1,719,000 population . . . over one billion retail sales. 5,000 watts at 1360 kc. . . . Western Michigan's most powerful independent.

**STEERE BROADCASTING CORPORATION**

KALAMAZOO, MICHIGAN





Tabasco sauce, represents one of the smaller-budgeted advertisers. It used a \$15,000 allocation to buy one participation weekly for 13 weeks on the *Jack Paar Show*.

**Magla Products** has two promotional seasons during the year, fall and spring, for its ironing board covers. For \$7,000 in each campaign they got *Breakfast Club* with one participation weekly for four weeks in each push.

**Chevrolet** wanted to introduce its new 1957 trucks in a special two-week drive costing \$30,000. It got 20 five-minute sportcasts each Saturday and Sunday on more than 300 stations.

**California Western State Life Insurance Co.** includes only the West Coast in its sales area. It bought a Pacific Coast network for twice weekly participations on *When a Girl Marries*. Cost for seven weeks: \$8,000.

## CBS

**A&P** food stores wanted a flash two-day campaign on peak shopping days, Thursday and Friday. The cost for time and talent was \$18,033, and included 27 states and the District of Columbia with a lineup of 131 stations. The buy: seven five-minute daytime serial segments, four seven and one-half minute serials and two five-minute evening news shows.

**Chas. Pfizer & Co.** is interested in the concentrated farm coverage of 64 stations in 16 states. Its 15-minute evening news show costs \$1,787 per week.

**Renzit Home Products Co.** buys 80 stations in 37 states and the District of Columbia for a weekly cost of \$3,155 covering one seven and one-half minute segment of a daytime serial.

**Salada Tea Co.** is spending \$4,881 weekly for five seven-and-one-half-minute daytime serial segments on 34 stations in 13 states.

## NBC

**Brown & Williamson** sponsors one-half of NBC's hourly newscasts and gets 85 commercial exposures weekly for a cost of \$40,000 per week. This reduces to some 60¢ per 1,000 impressions based on these statistics: the client gets 53,206,000 commercial home impressions weekly; home plus auto commercial impressions delivered per week, 65,975,000; duplicated homes reached in one week, 10,800,-

000. The client wants to reach all audience segments as well as both men and women during peak traffic hours, in the daytime and in the evening.

**20th Century-Fox** buys network radio to coincide with the national release of a new movie. The campaign consists of 50 six-second announcements each weekend in *Monitor* for two weeks at a cost of \$20,000. This sum delivers 21,668,000 commercial home impressions; 30,335,000 home plus auto commercial impressions; 6,821,000 unduplicated homes reached each weekend at a cost per 1,000 of 33 cents. The sponsor's aim: frequency and dispersion.

**American Motors**, for its Rambler car, "has experienced an unusual amount of success with its newscast campaign on *Monitor*," reports the network. "Rambler sales have shown a substantial increase and the client attributes much of this success to the show." It buys 20 *Monitor* newscasts each weekend for a weekly cost of \$8,500. Approximate cost per commercial minute is 64¢.

### Q. What is the year's biggest network buy?

**A.** The biggest by far is the recent contract signed by Ford Motor Co. with CBS Radio through J. Walter Thompson for \$5.5 million (gross). The package of top CBS and entertainment personalities (Edward R. Murrow, Godfrey, perhaps Rosemary Clooney and Bing Crosby) is designed to combine small program segments into an over-all program title of the *Ford Roadshow*.

Ford is buying prime time on a large network lineup, hitting hardest for those periods in which the in-car audience swells the in-home audience by as much as 50%. These periods: morning, late afternoon, early evening, Saturdays, Sundays.

Although this is the standout of the year, other blue-chip, multi-million-dollar accounts have signed at every network.

### Q. Are network advertisers getting sharper?

**A.** Network executives think so. John Karol, vice president in charge of sales for CBS Radio, thinks advertisers and their agencies are spending a lot more time on creative effort. Too frequently in recent years the stress has been on media selection. Now, he says, the emphasis is shifting to how the advertising is used once it's been bought.

In Karol's book, and in that of every other network executive with whom SPONSOR talked, this means the buyer is getting sharper. He's making better buys and he's using the buy better and more imaginatively.

How does this show up? Mainly in commercial copy. Copy is being given more attention than it's gotten in years. Good writers are being hired in agencies, and good production people are moving back from television or being trained to specialize in radio. Sponsors are hearkening more to counsel of the networks in matching the composition and the mood of audience and programing to the commercial approach.

They're using new sounds in the sound broadcasting medium, and these sounds are attracting listenership, attention and response. The upsurge and success of such spot radio copy as for Bert and Harry Piel and Pepperidge Farm bread (and there are dozens of others) has led to the same kind of sparkle and life in network commercial announcements.

## Changing Patterns

### Q. How is net radio changing?

**A.** Network radio has not only changed completely but many times in the seven years or so since the commercial invasion by television. And network radio is *still* changing. This season, however, it looks as though some of the changes will be more durable because the industry looks healthy and stable.

These are some highlights of changes which are still taking place:

- Programing innovations are being made in the daytime hours and on weekends when audiences are heaviest.

- Programs and participations are still being sub-divided to the point where NBC Radio now sells six-second announcements.

- Development of nighttime programing—and audiences—is still in the future although there's new thinking in the direction of expansion to these periods.

- Weekend periods are more vital to advertisers because of the in-car audiences and non-home listeners to portable sets.

- There have been fewer station disaffiliations in recent months, and the networks are working feverishly to



keep the station lineups they've got and add to them.

- Stations stand to make more money from the networks as new contracts are written and old ones revised. The perennial clearance problem is easing.

- Time costs to the advertiser remain pretty much the same although daytime periods are destined for early hikes. Nighttime charges will be upped just as soon as programs and audiences develop.

- The network pitchmen are making sales gains by adding flair and imagination to the routine and mundane statistics and research.

**Q. How are the individual networks changing?**

**A.** The network showing the least change in basic approaches is CBS because it has been in top-dog position for years. Its dollar volume is higher than that of any other network, its management has fluctuated less, its strong daytime program block has bolstered its total sales.

The shifts and turns at the other networks involve every concept basic to networking. The other nets have been in serious trouble for the past few years, and they're just now beginning to see over the edge.

At American, Robert Eastman, the new president, heads an executive lineup which has been completely reshuffled. He's a "station" man because of his many years as an executive with John Blair & Co. station representatives. He's hiring his top executives from some of the country's most successful station operations and he's hitting hard on the concept of a network adopting a local point of view and servicing its station affiliates.

He's blueprinting a plan whereby American will feed live music and news to its affiliates to conform to the high local tune-in to shows of this kind. He plans to chop off a lot of dramatic programming now on the air, replacing it with live music and news shows which introduce high-appeal personalities.

At Columbia, John Karol takes an opposing view. He thinks there'll be a much bigger variety in programming as more advertiser dollars become available. He wants to experiment with "lively kinds of showmanship," and nighttime will be one of his first targets. Programming pays off, is the way Karol puts it. Why? Because

Nielsen figures, he says, show a four-week audience measure of network and independent stations (some 2,700 of them, with the West Coast omitted) shows CBS with affiliation at 7% of the stations but a share of audience of 18.5%.

Mutual has had the most radical shuffle. It's cut network operating costs to the bone, revamped station contracts by eliminating all option time and carried the barter system to an extreme.

Its bartering is simple: the network gives the station an on-the-hour five-minute newscast in exchange for the

station giving the network five minutes on the half-hour. The station keeps its hour revenues; the network retains its half-hour revenues.

Jack Poor, president of Mutual, says this gives MBS the only firm pre-cleared lineup in network radio. This system gives his network clients an 83% clearance before the schedule is ever placed. Another advantage: network programming which supplements the local schedule and gives the station more dollars will inevitably attract more affiliates, he says.

Thus MBS and American stand in



**WKLO**  
LOUISVILLE

**W**HERE  
**K**ENTUCKIANA  
**L**ISTENS  
**O**N 1080 KC

LOUISVILLE'S  
**Best**  
**AIR**  
**SALESMEN**

FOR RESULTS . . .

**Programs and People  
That Produce**

JACK BENDT	JOHN FRAIM
DAVE BROCKMAN	WILSON HATCHER
GINGER CALLAHAN	BOB HENRY
PAUL COWLEY	RED KIRK
TOMMIE DOWNS	JIMMIE LOGSDON

Represented by John Blair & Company.



opposing camps to CBS and NBC, which tend to stress programs and audience first and station affiliation second. The ABC and MBS view: follow the local station program trend and supplement it. The CBS and NBC approach: pace the local station trend by giving variety and diversification.

NBC's biggest change has been in its top management lineup, now under the direction of Matt Culligan. NBC's most marked departures from the network radio norm have been (1) further intensification of peak automobile traffic time programing, (2) development of the *Hot Line* with hourly news and the *Nightline*, (3) the application of psychological concepts to what Culligan calls Imagery Transfer.

## Imagery Transfer

### Q. What is Imagery Transfer?

A. In high-falutin' technical language, Imagery Transfer as ballyhooed by Culligan and NBC involves perceptual phenomena such as synesthesia (the common feeling-tone in different sense modalities) and partial closure (listeners' tendency to complete perceptions). And what does *this* mean?

Culligan has a simpler explanation. He describes the process by which a radio listener transfers an image after the stimulus of the commercial. There's a public pool of memory, he says. Everyone stores away everything to which he has ever been exposed in his lifetime. So the whiff of perfume may bring romantic reminders; the sound of screeching brakes may recall a horrible accident; the Star Spangled Banner may evoke a patriotic fervor.

"The human mind is really quite orderly," he says. "A partial experience—such as a sound effect on radio—leads to a re-living of the entire experience. Listeners are therefore working with us on the completion of a thought. Other media destroy rather than enhance the imagination."

How does this apply to copy? Can you automatically use the same copy lines and themes appearing in print and tv and transpose them without alteration to radio? No, says Culligan. He recommends the principle be used as a guide in integrating all media and in getting maximum impression from each advertisement, be it print or broadcast.

It's the *sound* in radio which distin-

guishes the medium. Sound, therefore, must get the emphasis, he says. Here's what this sound should include:

- The commercial must epitomize key points, not simply talk around them.

- It should employ sound material which contains feeling-tone qualities of the tv or magazine visual. The advertiser should prepare his tv or print ads with visual characteristics especially adaptable to aural translation.

- The commercial should invoke the image of closure, leave something for the listener's imagination so he brings something to the recall process.

- Each commercial should stress one motivating value, but the campaign should cover an entire set of values rather than merely one.

This kind of integration is an ordinary device used by advertisers. A trademark or logo or identification figure will be used in all print advertising. Transference to radio could include sound effects or voice effects.

## Audience

### Q. Who listens when?

A. Ninety-six per cent of all U. S. families have radios. This huge audience defected to television at a rapid rate until about a year and a half ago, when listening leveled off from a decline.

At that time, one network spokesman says, the toll of tv was measurable for the first time. He figures radio has lost about 69% of its former nighttime audience, about 27% of its former daytime listeners. But this is still a sizable number for an advertiser to conjure with. Radio listening is estimated to total 1.4 billion hours weekly by the Mutual network.

Look at these Nielsen Radio Index figures for the first report in May. The average evening once-a-week show reached 433,000 homes, the evening multi-weekly program, 626,000. Average weekday program went into 963,000 houses. During the daytime on Sunday the average audience was 385,000 homes; on Saturday, 578,000.

One of the biggest bonanzas for networks and buyers alike is the huge in-car radio audience available throughout the entire week at almost any given hour.

SPONSOR tabbed some averages based

on this same Nielsen report for May, a month selected because it hits a balance between the peak driving vacation months during the summer and the low period of dead winter.

The size of the in-car audience today is so valuable to many advertisers that they consider the in-home audience a bonus and the automobile listeners their prime targets. For this reason, some networks have taken to pitching for a radio allocation from the outdoor advertising budget. They argue that a billboard will, perhaps, get a maximum of four seconds' attention as the driver goes by. Radio, in contrast, gives many times that.

On a weekday between 8 a.m. and 6 p.m., the automobile audience is 21.9% as big as the in-home audience—more than one car listener free for every five home listeners purchased. On a week night from 6 to 11 p.m., the plus is 22.5%. On Saturdays and Sundays the averages rise, of course, because of shopping trips and pleasure driving. Saturday from 8 a.m. to 6 p.m., 28.8%; from 6 to 11 p.m., 34.2%. On Sunday, 8 a.m. to 11 p.m., 29.9%. The highest single Auto-Plus rating was 53.4% between 8:15 and 8:30 of a Sunday evening.

### Q. How important is the in-car audience?

A. It's the most sought after single segment of radio's audience in this buying era.

Here are some reasons for this in-car demand.

The car radio listening group is a captive audience, unexposed to other media except for a fleeting glimpse toward billboards. The person or family on the go consumes more, spends more money, is less conservative in buying habits. The automobile passenger is a natural target for such products as restaurants, movies, places of entertainment, automobiles and gas and oil products, soft drinks and foods. The family with a car, being mobile, is able—physically—to move from one place to another in response to advertising.

The size and potential of this audience on wheels is so significant that many local stations as well as networks are carrying news and features angled particularly toward drivers. Mutual reports, after a recent affiliate summary, that 95.6% of its affiliates schedule driver-appeal programing.



# Get more than $\frac{1}{3}$ !

(of Iowa's Sales Potential)



## **WHO** gives you Iowa's Metropolitan Areas ( $\frac{1}{3}$ of the Market) ... PLUS THE REMAINDER OF IOWA!

Iowa has six Metropolitan Areas  
which, all combined, do 35.8%  
of the State's total retail sales.

A number of radio stations can give you good coverage  
of ONE Metropolitan Area . . . but WHO gives you high  
coverage of virtually ALL Iowa Metropolitan Areas,  
plus practically all the REMAINDER of Iowa, too!

### **FREE MERCHANDISING!**

WHO Radio maintains one of the nation's most com-  
prehensive and *successful* FREE merchandising services  
in 350 high-volume grocery stores for FOOD adver-  
tisers who buy \$300 gross time per week; in 250 high-  
volume drug stores for DRUG advertisers who buy  
\$250 per week. (A \$200 Food plan is also available).

Ask us — or PGW — for all the facts!

WHO Radio is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines  
WOC-TV, Davenport

### REMAINDER OF IOWA 64.2%!

Sioux City — 4.7%  
Des Moines — 10.4%  
Dubuque — 2.8%  
Tri-Cities — 9.4%  
Cedar Rapids — 4.1%  
Waterloo — 4.2%

### RETAIL SALES

1956 Consumer Market figures

# WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.  
National Representatives



ANNOUNCING  
the NEW  
**950 CLUB  
PROGRAMMING**  
ON  
**WORL  
BOSTON**

*the one and Only  
musical set-up of  
its kind in all  
New England*



PROMISES TO BE THE BIGGEST  
SMASH HIT WITH LISTENERS  
EVERYWHERE!! AND YOU, THE  
ADVERTISER, WILL REAP THE  
BENEFITS!

☆ *It'll be your **STARBRIGHT  
SPOTLIGHT** Station!!*

☆ *The **950 CLUB SPOTLIGHT** will  
shine on 950 musical stars every  
week!!!*

☆ *Each star gets the spotlight for  
15 minutes—all day long—all  
week long—on the Big Revolv-  
ing Bandstand!!!*

☆ ***ROUND & ROUND THE BAND-  
STAND GOES**—EVERY STAGE  
HAS A STAR—EVERY STAR  
HAS THE SPOTLIGHT FOR 15  
MINUTES!*

☆ ***EASY TO FIND ON THE DIAL**  
. . . **950 CLUB—950 ON THE  
DIAL!!***

*As we did 7 years ago—as we're  
about to do once again—*

☆ ***WATCH US SET ANOTHER  
TREND IN BOSTON RADIO AS  
WE GO ROUND & ROUND  
WITH A BRAND NEW SOUND***

ON BOSTON'S ONE & ONLY

**950 CLUB-WORL**

REPRESENTED NATIONALLY BY  
HEADLEY-REED CO.

## Sales Techniques

**Q.** How is network radio being sold in 1957?

**A.** Network radio is being sold in new ways. The newness may be in the movement of top-level management people directly into the selling arena. Or in the development of new research which will help guide agency and advertiser thinking.

It may be in the actual presentation, as with American. President Bob Eastman, one of the top-level network people who takes direct part in pitches, is supervising development of high-quality, expensive color slide presentations with success story capsules and accompanying high-fidelity tapes.

NBC says 90% of its presentations attempt to sell network radio rather than the NBC network—and CBS and ABC are reportedly selling in the same way. There's "no battle in radio such as they have in the magazine field," commented one sales vice president.

### MBS NET CHANGING HANDS

At presstime for this section, sale of the Mutual Network was believed imminent. The prospective buyers: Paul Roberts, West Coast broadcaster heading a group negotiating with Tom O'Neil, head of RKO Teleradio, which is the present owner of the network.

The new element may be, as in the case with CBS, closer cooperation on the creative level. John Karol works with advertisers in suggesting copy themes and copy approaches which will fit the mood of the adjacent programs.

The framework for network selling is the same, with time periods and costs static. But there are vital changes all up and down the line—aggressive and progressive changes. Mutual has had the biggest revision with its elimination of station option time and its barter arrangement on time periods.

At this point, CBS and NBC have rate cards pretty well stabilized until new listeners come into the audience fold and justify rate hikes. NBC may have some re-evaluation of nighttime periods.

But the other two networks are in the midst of dollar-by-dollar reappraisal of their rate cards. Both American and Mutual hope to have their formulae of outgo and income balance completed for late summer selling.

## Winner takes (almost) all...

21 of the 24 top Pulse  
Rated radio shows in  
Los Angeles are  
heard on KNX.\* That's  
another reason why  
Southern California's  
#1 radio station is  
the CBS 50,000 watt

**KNX, LOS ANGELES**



REPRESENTED BY CBS RADIO SPOT SALES

\* Pulse: March-April, 1957



## Program Service

**Q. What's happened to the program service concept?**

**A.** As detailed above, Mutual has become a program service. It supplies a stable of shows to its affiliates at their request rather than at network insistence, a vastly different approach than in network's heyday.

There's a fifth network, one which provides the nation's other program service. Keystone Broadcasting System has always been a funnel through which programs and/or commercials were siphoned to stations. Its difference: it is a nonwired, transcription network. It's the biggest network in the country, servicing today 957 affiliated stations.

Here's its affiliate breakdown: 77.1% are located in a single-station market; 13.0%, two-station; 5.4%, three-station; 4.5%, four or more stations.

One new sales approach is Operation Impact. The plan: 15 brand identification announcements up to 20 words long for an advertiser in a one-week period, reaching into 15.7 million unduplicated radio homes at a cost of 32¢ per 1,000 such homes. Here's what it costs a client per announcement: in a 13-week contract, 95¢; 26 weeks, 90¢; 39 weeks, 85¢; 52 weeks, 85¢. The network numbers 64 national advertisers as its clients.

Keystone stresses segmented audience coverage as well as total audience in special presentations to farm-market and Negro-market advertisers.

Noel Rhys, vice president of Keystone in charge of its New York office, stresses the significance of having radio affiliates in non-metropolitan areas. In the first place, more than 600 of the KBS stations are located in a county seat, "the most important commercial center in any non-urban trading area." He points out what he terms "misplaced sales credit" being given to metro areas by many manufacturers.

Here's what he means. In Kansas City, 50% of all the manufactured goods shipped there to wholesalers is re-shipped out into peripheral areas—these smaller commercial trading areas outside the metropolitan district. Yet credit for these sales, he asserts, is given to Kansas City. He recommends advertisers spend part of their budgets outside this area at "the local level—the actual point of sale."

## MBS Sale

**Q. What's the future of MBS?**

**A.** At presstime, the reported sale of MBS to a syndicate headed by West Coast fm broadcaster Paul L. Roberts was still not final as last-minute contract hassles cropped up.

The details of the sale were shrouded in as much mystery as the background of Roberts himself. The few facts known about him were that he is general manager of KRKD-FM, Los Angeles; president and majority stock-

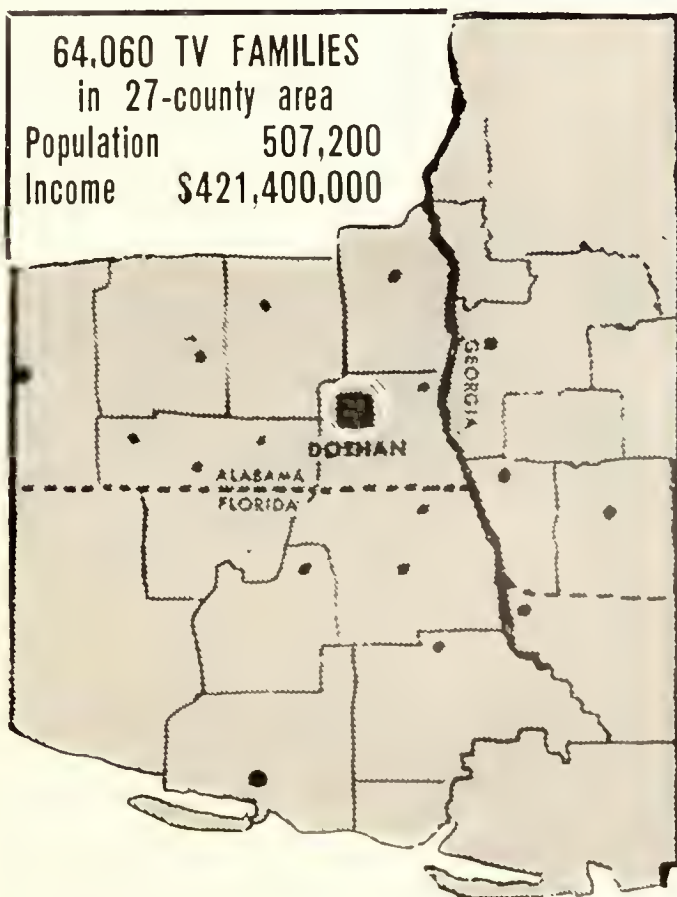
holder of United FM, Inc., a station rep, and v.p. of Andre Sales Co.

As for the MBS sale, it was understood that the MBS parent company, RKO Telradio Pictures, would retain the five o&o's as well as the Don Lee and Yankee regional networks. Roberts is expected to receive the advertising accounts, affiliation contract and goodwill of the network.

Attending the final negotiations besides Roberts, were Thomas L. O'Neil, who heads up General Tire and Rubber Co., as well as the RKO subsidiary, and John Poon, MBS chief.

# Retailers know their markets BEST - and

*Retailers in  
every town  
indicated*



**Advertise  
Regularly**

on

**WTVY**

CHANNEL 9

Dothan, Ala.

Covers the Wiregrass



F. E. Busby, Executive Vice  
President

Represented by  
Young Television Corp.,  
Nationally  
Clarke Brown, Southeast



Sponsors *know*

# THE BUY IS BETTER on WINS\*



**BILL STERN** "CONTACT"  
7-10 a.m. daily

OLD GOLD • MACY'S  
GENERAL ELECTRIC  
ARRID • CHEVROLET  
HIRE'S ROOT BEER



**BILL STERN** "CONTACT"  
7-10 a.m. daily

SHELL OIL • SUPER SUDS  
GRAND UNION • LISTERINE  
PEPSI COLA • DAILY NEWS  
A & P STORES • BUDWEISER  
CHASE-MANHATTAN BANK  
WARNER BROS. • SEVEN-UP



**BILL STERN** "CONTACT"  
7-10 a.m. daily

CANADA DRY • DUMONT TV  
BIRDS EYE FOODS • VITALIS  
DIAMOND MATCH • TEXACO  
GOODYEAR TIRE • COPPERTONE  
COLGATE-PALMOLIVE • BLUE COAL  
PAN AMERICAN AIRLINES  
BEACON WAX • SINCLAIR OIL  
BALLANTINE • BEECHNUT GUM



**BILL STERN** "CONTACT"  
7-10 a.m. daily

AMERICAN TOBACCO • THOM McAN  
ROBERT HALL • RITTER'S RELISH  
NEWPORT CIGARETTES • PEPSODENT  
CLAPPS BABY FOOD • MERKEL MEATS  
CAROLINA RICE • INSTANT SANKA  
HOFFMAN BEVERAGE • COPPERTONE  
TENDERLEAF TEA • CAROLINA RICE  
NORELCO SHAVERS • R. J. REYNOLDS  
McCALL'S MAGAZINE • COLUMBIA  
PICTURES • VITALIS • FORD MOTORS

## \* COVERAGE

New York  
New Jersey  
New England

50,000 Watts  
24 hours a day

Also Selling: JACK LACY • ALAN FREED •  
ZEKE MANNERS • MAGGI McNELLIS • STAN BURNS

ON

# WINS



NEW YORK CITY, N. Y.



**SECTION**

# **7 RADIO BASICS**

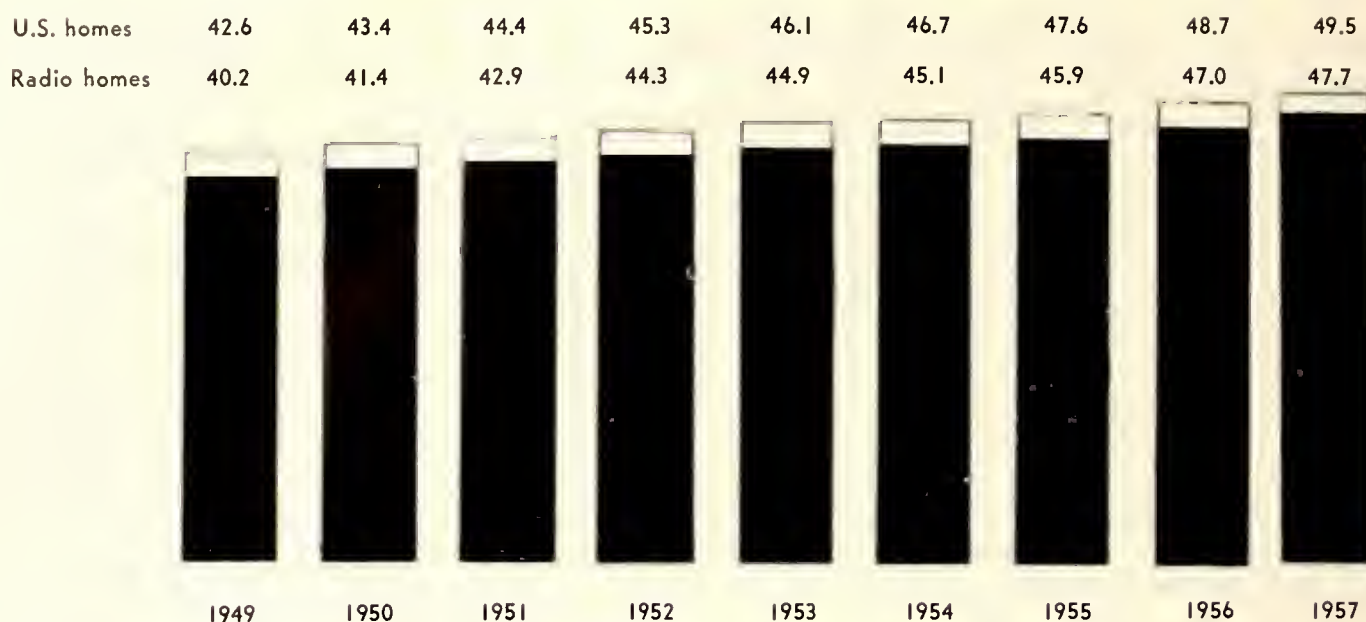
A 19-page section filled with useful information on radio's dimensions; set production trends; the radio audience analyzed from all sides, including important out-of-home data; network radio listening patterns; spending figures, principally spot.



# I. DIMENSIONS OF RADIO

## 1. How many U.S. homes have radios?

Millions of U.S. homes with radios, March, 1949-1957

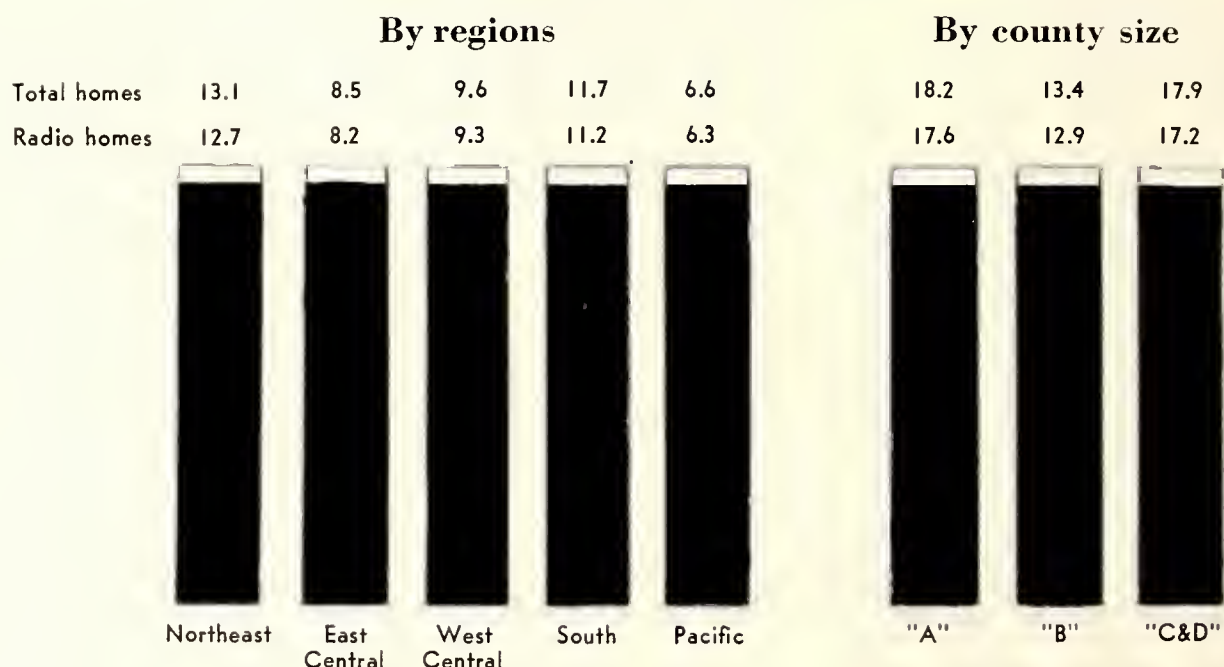


Radio homes have pretty well kept pace with the growth in all homes, these Nielsen figures show. While there are

actually more non-radio homes than in 1952, the difference is not significant. The 1957 saturation figure is 96.4%

## 2. Is radio home ownership spread evenly?

Millions of radio homes, March 1957



Unlike tv, radio home saturation is evenly spread over all sections of the country and in rural and urban areas, as

indicated by county size figures. In the south, where tv has 68% saturation, radio has 95.7%. Data is from Nielsen



3. How are radio sets distributed?

Set location	Radio set index	
	1957	1956
Home	84,000,000	82,000,000
Auto	34,000,000	32,000,000
Public places	10,000,000*	10,000,000
Total	128,000,000	124,000,000

SOURCE: RAB, 1 January each year, estimates of sets in working order. \*No non-life action.

Home radios only

Homes having one radio	52%
Homes having two radios	30%
Homes having three or more radios	18%

Home and auto radios combined

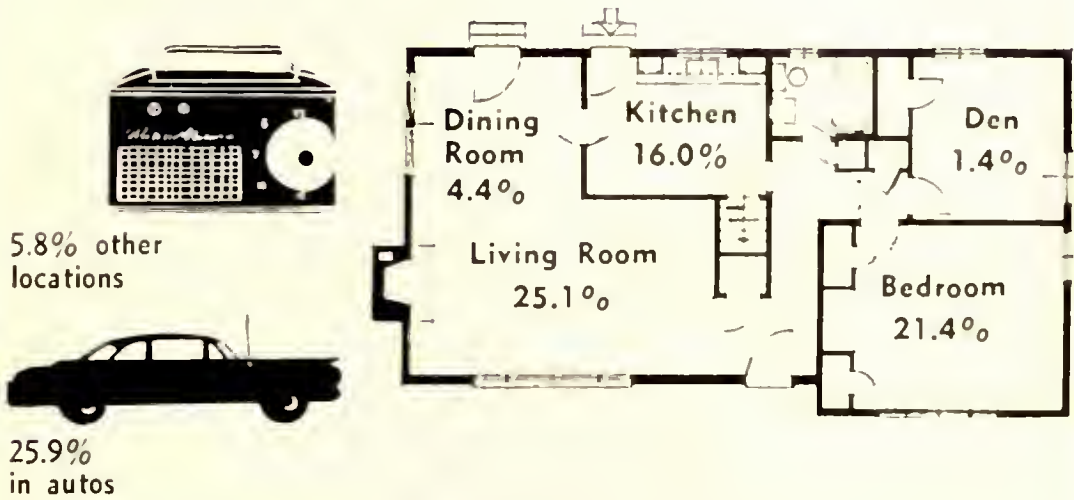
Homes having one radio	14,111,000
Homes having two or more radios	33,724,000

SOURCE: Nielsen Coverage Service No. 2, Spring 1956

4. What's the distribution of multi-set homes?

5. Where are U.S. radios located in and out of homes?

These figures are from ARF-Politz study of May 1954, have not been updated because of difficulty of getting accurate figures without field work. Current trend is toward more auto radios, radios outside of living room





**NOW** it's easier than ever to

**WIN GREATER PROFITS FOR**

**RCA THESAURUS**, world's leading

recorded programming service,

helps you win new sponsors,

cinch current advertiser renewals!



## THE NEW RCA THESAURUS LIBRARY SERVICE:

RCA's exclusive, all-inclusive library service for radio stations will make your station the most attractive radio buy in your market.

The powerful commercial features, audience-building musical programs, and monthly release service keep your library up-to-the-minute, and your station ahead of the competition. Included are:

**1. SINGING COMMERCIAL JINGLES:** Attention-getting lead-ins for your commercials, assuring sponsors more effective advertising. Over 2,000 of these for more than 70 local sponsor classifications plus shopping, time, weather, station break and holiday jingles. A bonus for your advertisers!

**2. SHOW THEMES:** To introduce local commercial shows, like disc jockey, news, sports, home and farm, etc. Show Themes give your station a personality. **3. SALES BOOSTER CAMPAIGNS:**

Series of fascinating recorded teaser features that attract greater sales for your sponsors.

Teaser-lines capture interest, hold audience through commercial, then "pay off" for sponsor

and station. Now includes five sponsor campaigns: "Double Talk," "What's In a Name,"

"Sound Advice," "Little Known Facts," and "Impersonations." **4. SHOW STOPPERS:** Adds a cast

of 60 voices to your station! Library of over 360 recorded *comic* situations and lead-ins to commercials.

Recordings with scripts that work your DJ's right into the act. Completely catalogued for easy daily use.

**5. SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR** Merchandising Service for Sponsors:

RCA Thesaurus' famous copyrighted package-promotion that regularly brings stations \$5,000 to \$10,000

extra income annually. Operating manual gives step-by-step guide to greater profits. Test-proven and

used by more than 400 stations, 20,000 sponsors. Includes jingles, voice tracks by big-name stars,

deals with your call letters for stores, and other features. Sells products . . . sells sponsors . . .

promotes your station. **6. ECHO ATTENTION-GETTERS:** New, clever, uniquely effective!

Words such as "Startling," "Bargains," "Big Sales" . . . heard first in clear, then rapidly repeated

on echo. A wonderful audience-alerter for commercials. **7. COMMERCIAL SOUND EFFECTS:**

Over 300 sound effects, to add impact to commercials. Now available to hypo sales in 35

sponsor classifications. PLUS monthly marketing bulletins and sponsor-selling brochures to help you

sell time, and help your clients sell products! Offered on an exclusive basis in your market.

# YOUR RADIO STATION!

## THESAURUS PROGRAMMING FEATURES

include a basic library of 5,000 musical selections,

holiday shows, numerous five-minute features, and dozens of big-name personalities in their own

15-minute and half-hour shows. You get *all* shows, including the brand-new ones as they appear.

Take these three exciting new Thesaurus exclusives, for example:



**THE NEW LAWRENCE WELK SHOW:** Completely new half-hour weekly show already sold to sponsors by 80% of all RCA Thesaurus subscribers. Presents the entire Welk TV troupe! Sells itself to sponsors.



**PAUL WHITEMAN'S "I REMEMBER WHEN":** Nostalgic half-hours in which "Pops" Whiteman looks back on his career in music for anecdotes about singers, composers and bandleaders, and introduces over 150 new High Fidelity recordings of all-time hits.



**GREAT MOMENTS IN SPORTS:** 52 quarter-hours of great sports events, brimming with human interest, introduced by Bud Greenspan. Featuring the actual voices of sportsdom's leading figures—Babe Ruth, Lou Gehrig, Jesse Owens, others. Fully recorded, open-end.

**MOVE YOUR STATION AHEAD IN YOUR MARKET. GET DETAILS TODAY ON THIS COMPLETE, PROFIT-MAKING SERVICE FROM YOUR NEAREST RCA THESAURUS SALES REPRESENTATIVE.**



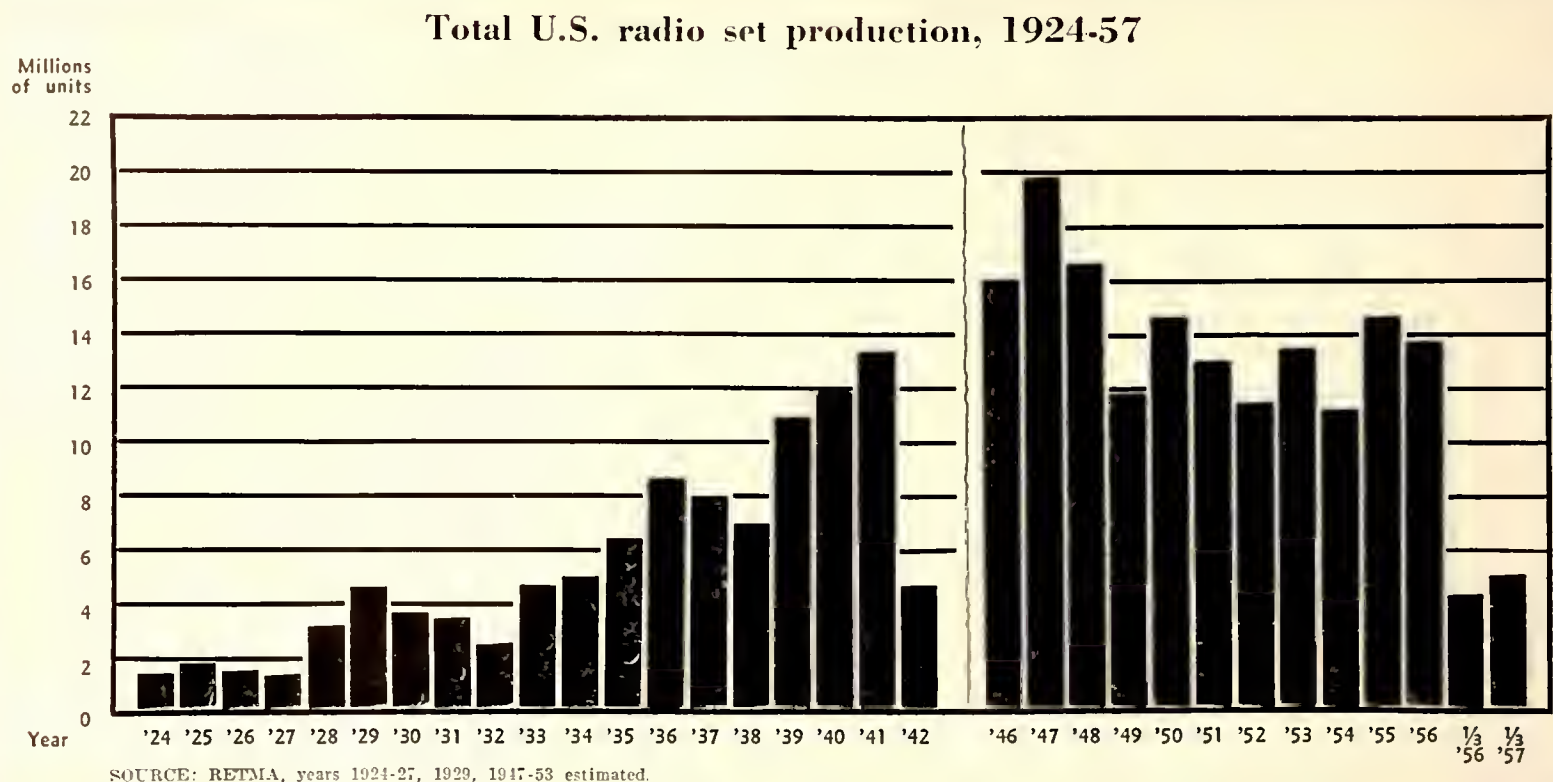
## RECORDED PROGRAM SERVICES

55 East 24th Street, New York 10, N. Y., Murray Hill 9-7200, 445 N. Lake Shore Drive, Chicago 11, Ill.,  
Hitchell 4-3693; 134 Peachtree St., N. W., Atlanta 3, Ga., Jackson 4-7703; 7901 Freeway #183,  
Dallas 35, Texas, Flectwood 2-3911; 1016 S. Sycamore Ave., Hollywood 38, Calif., Oldfield 4-1600



## II. RADIO SET PRODUCTION

### 1. How many radio sets have been produced in the U.S.?



### 2. What types of radios are the most popular?

**Radio set production by type, 1947-1956**

Year	Home	Clock	Portable	Auto
1947	14,082,662		2,458,277	3,459,061
1948	9,630,308		2,629,569	4,240,132
1949	5,961,196		1,843,383	3,595,421
1950	8,171,600		1,674,700	4,740,600
1951	5,974,297	777,155	1,332,990	4,542,920
1952	4,043,128	1,929,036	1,719,859	3,242,849
1953	4,402,938	2,041,120	1,741,564	5,182,934
1954	3,067,644	1,874,908	1,333,518	4,124,460
1955	3,393,882	2,243,674	2,027,545	6,864,000
1956	3,501,000	2,311,000	3,113,000	5,057,000

SOURCE: RETMA, estimated.

**Rapid growth** in portable radio production is the highlight of the past two years. While there were big portable production years right after the war, current portables differ in that they are smaller and many are transistorized. This makes them easier to carry around and, by the same token, makes it harder for rating services to measure listening to

them. Actual retail sales of portables last year came to 2,683,000, while the year before the figure was 1,879,000. Home, clock plus portable sales this year are running well ahead of last year, while sales of auto radios to auto manufacturers are also running ahead after a dip in 1956. Sales of non-auto radios through April 1957 came to 2,362,068



# Know Charlotte by the company it keeps

Charlotte's 303,542 commercial  
air passengers in 1956,  
topped totals for Phoenix,  
Springfield or Albany, all  
"first 50 markets."\*

Proof that Charlotte rates a  
"first 50" radio appropriation,  
enough to use the station  
that exceeds its nearest  
Charlotte competitor in total  
audience (NCS #2) by 894%.

\*Standard Metropolitan Area Population

*Phoenix 236,448 • Springfield-Hart-  
ford 167,786 • Albany-Troy-Schenec-  
tady 147,409 • Charlotte 303,542*

Call WBT or CBS Radio Spot Sales.



JEFFERSON STANDARD  
BROADCASTING COMPANY





# More Negroes...With

**\* YOU CAN REACH THEM**

**Only With These Rollins Stations ➡**

**AT A NEW LOW COST**

ST. LOUIS  
**KATZ**  
5000 watts

The only full-time Negro station in St. Louis... the 4th highest Negro income area!

**The Negro population's buying power in these five Rollins BIG-CITY Markets...**

**is greater than...**

**The Negro population's buying power in these eleven STATES combined...**

**MORE THAN TWICE THE BUYING POWER FOR A FRACTION OF THE COST!**

**\* Get The Facts About The Rollins "Single-Track" Plan!...**



# More Money to Spend!

**INDIANAPOLIS**  
**WGEE**

5000 watts

The only regular Negro programming within the prosperous Indianapolis trading area!

**CHICAGO**  
**WBEE**

Harvey, Ill.  
1000 watts

The only All-Negro station in the Chicago area... the enormous, rich No. 2 Negro market!

**NORFOLK**  
**WRAP**

5000 watts

The only full-time Negro station in Norfolk... the No. 1 All-Negro station in the market!

**NEW YORK**  
**WNJR**

Newark, N. J.  
5000 watts

The only All-Negro station in the world's biggest and richest Negro market — New York!



Contact a Rollins Man at:

{ NEW YORK OFFICE: 565 Fifth Ave., OXford 7-7040  
CHICAGO: 6205 S. Cottage Grove, NOrmal 7-4124  
ST LOUIS: Arcade Building, CHestnut 1-6000



## III. RADIO LISTENING HABITS

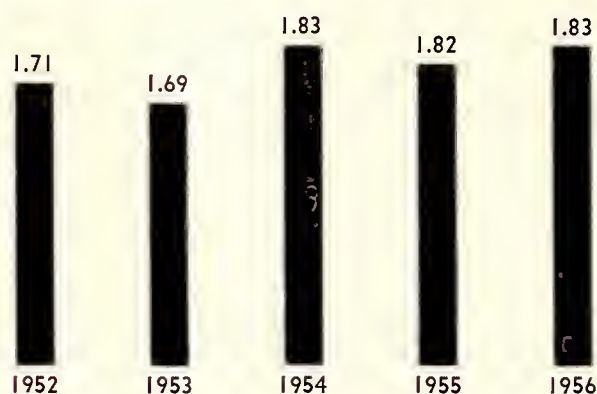
### 1. How does radio listening change through the year?

Average hours of in-home listening per home per day, 1956

	Jan.- Feb.	Mar.- Apr.	May- June	July- Aug.	Sept.- Oct.	Nov.- Dec.
Radio-tv homes	1.84	1.87	1.89	1.69	1.83	1.87
Radio-only homes	3.65	3.59	2.90	3.05	3.08	3.49

Source: Nielsen Radio Index

### 2. What's the trend in radio in-home listening in tv homes?



As Nielsen figures to left show, listening hours in tv homes have risen slightly in recent years. The percentage increase indicated is equal to about six minutes daily. These figures indicate stability rather than change, show pattern of future

### 3. How does radio's audience accumulate?

In-home listening, Monday-through-Friday, 9:00 a.m.-Noon

	Audience during average day			Homes reached on one or more days (Mon.-Fri.)	
	During average minute	At any time in average single hour	At any time in 3-hour day-part	In average single hour	In 3-hour day-part
% U. S. radio homes	15.7	23.3	35.7	45.6	58.6
Avg. hrs. listening per home reached	...	0.67	1.32	1.72	4.02

Taken from a special analysis of the weekly radio and tv audience done by A. C. Nielsen during the week of 4-10 March 1956, these figures, though more than a year old,

are still valid and illustrate there is more than one way to look at radio audience data. Specifically, the figures illustrate the cumulation of radio listening in three-hour span



Better take an  
extra look at  
**BIRMINGHAM**  
**RADIO**  
WSGN has taken over  
the **TOP SPOT**

**Nielsen said it first,**

and again in 1957. WSGN is *first*, 6-9 AM, 35% share, 87% adult. *First*, 3-6 PM, 28% share, 73% adult.

**Hooper agrees**

The most recent report says WSGN is *first*, 7-9 AM, average share 33% greater than second station. *First*, 3-6 PM, average share 68% greater than second station.

**Advertisers concur**

Since the present management took over 18 months ago, national business is up 212%, and local business up 347%, comparing May '57 with October '55.

**WSGN Birmingham, Ala.**

*5000 Watts At 61 On The Dial*

National Representatives  
Venard, Rintoul & McConnell, Inc.

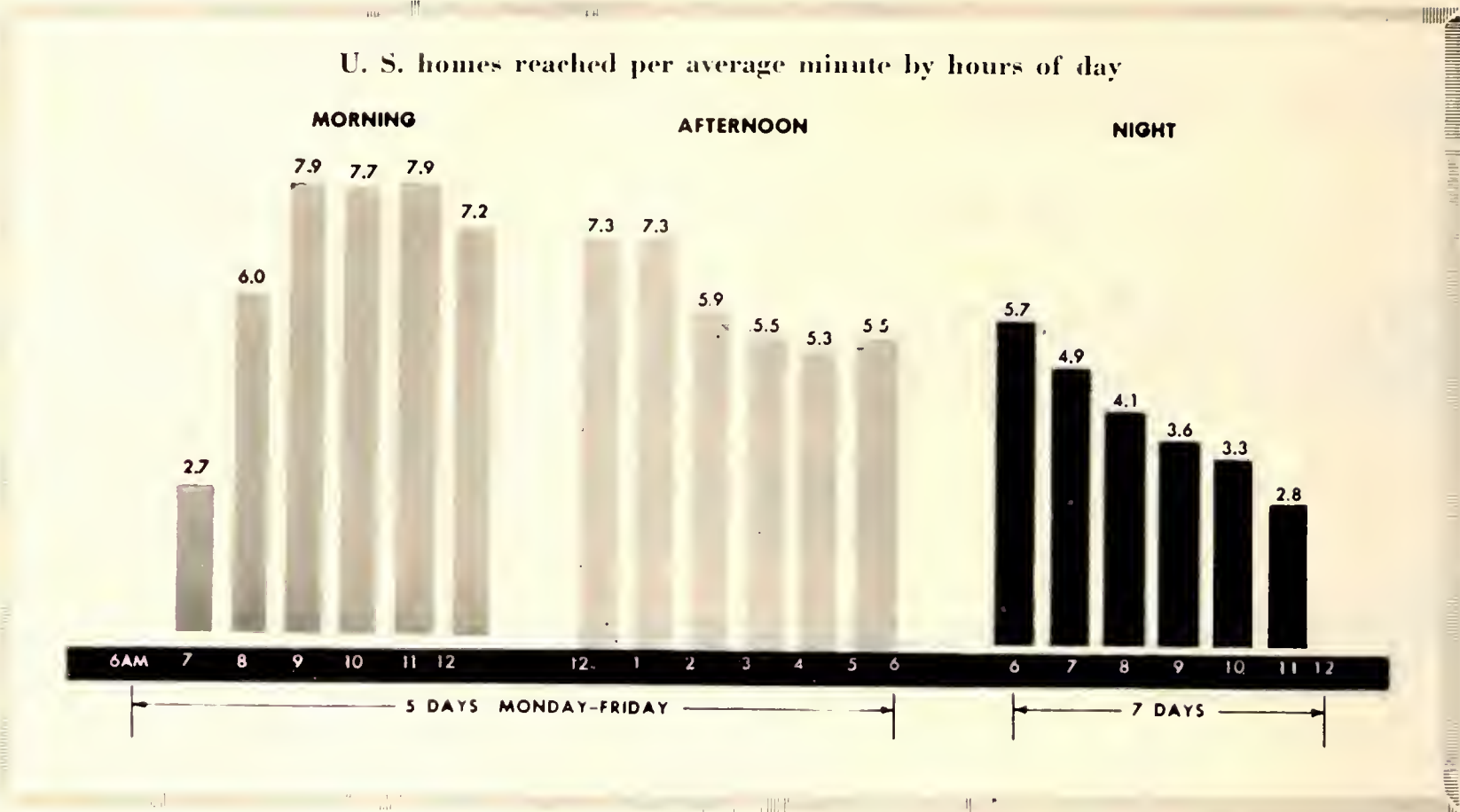
Southern Representatives  
James S. Ayers & Co.

*Music and News Twenty-Four Hours A Day*





4. How does in-home listening vary by hours of day?



Radio's audience as of January 1957 (Nielsen) is shown above. Figures atop bars represent millions of homes. Average minute audiences are only a fraction of radio's total in-home audience (about 30 million homes per day)

5. What's average daily radio usage morning, afternoon and night?

Average hours daily in-home listening per radio home by day parts				
Time	Mon.-Fri. average	Saturday	Sunday	All days average
6 p.m.-6 a.m.	40 min.	38 min.	31 min.	39 min.
Noon-6 p.m.	46 min.	50 min.	42 min.	46 min.
6 a.m.-Noon	51 min.	38 min.	31 min.	46 min.
Total	2 hrs., 17 min.	2 hrs., 6 min.	1 hr., 44 min.	2 hrs., 11 min.

Source: Nielsen Radio Index, Jan.-Feb. 1957, N. Y. Time.



Radio's Greatest Success Story!

# \* PRC'S TOWERING TWINS NOW TOP 2 MIGHTY MARKETS

FIRST... **KAKC**

NOW... **KIOA**

## NO. 1 in TULSA, Oklahoma

*They said it couldn't happen!* But nine months ago, \*Public Radio Corporation lit the fuse in Tulsa . . . and KAKC zoomed to the top in ratings in a few short weeks!

Now, for 9 consecutive months, KAKC has held top position in Tulsa . . . far and away ahead of other stations in every Hooper and every Pulse rating.

And KAKC is still gaining. Your message on KAKC reaches more and more listeners . . . more than on any competing station, and more every day and every night!

*No giveaways, no gimmicks . . . just the music and news the public wants!*

### TULSA HOOPER RADIO AUDIENCE INDEX

MAY-JUNE, 1957

Share of Radio Audience — Monday through Friday

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
Independent Station KAKC	33.8	45.0
Independent Station "B"	19.6	15.8
Network Station "C"	15.3	14.9
Network Station "D"	12.3	9.2
Independent Station "E"	9.2	11.0
Network Station "F"	5.4	3.5

### DES MOINES HOOPER RADIO AUDIENCE INDEX

MAY-JUNE, 1957

Share of Radio Audience — Monday through Friday

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
Station KIOA	41.8	42.2
Network Station "B"	22.9	26.1
Independent Station "C"	10.0	6.5
Network Station "D"	9.7	6.0
Independent Station "E"	6.9	8.1
Network Station "F"	6.2	8.6

## NO. 1 ALL THE TIME, MORNING, AFTERNOON & NIGHT

Take a new look at Tulsa and Des Moines. Put the TOP radio stations on top in YOUR advertising plans.

### \* PUBLIC RADIO CORPORATION

LESTER KAMIN, President • JOHN H. PACE, Executive Vice-President and General Manager

...

Station **KAKC**  
970 KC • 1,000 WATTS  
TULSA, OKLAHOMA

Get the NEW facts from  
H-R REPRESENTATIVES



The new **KIOA**  
940 KC • 10,000 WATTS  
DES MOINES, IOWA



## 6. How do listening levels compare in radio-tv and radio-only homes?

Homes using radio in-home by day parts

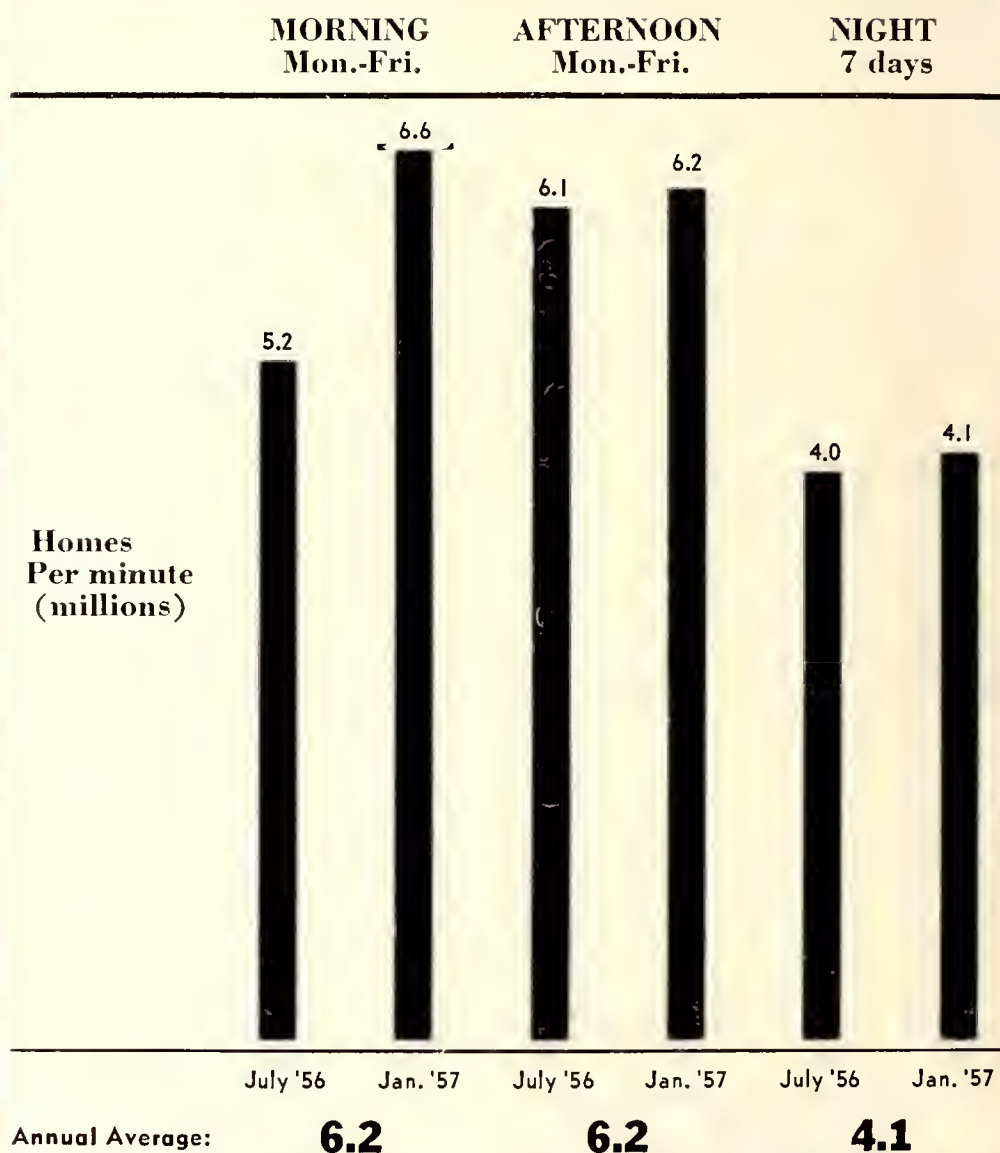
	Radio Homes Using Radio		TV Homes Using Radio		Radio Only Homes Using Radio	
	AVG. AUD.	HOMES '000	AVG. AUD.	HOMES '000	AVG. AUD.	HOMES '000
8:00 a.m.-12 Noon (Mon.-Fri.)	16.4%	7,823	15.7%	6,188	19.4%	1,635
12 Noon-6:00 p.m. (Mon.-Fri.)	12.9	6,153	11.4	4,500	19.6	1,653
6:00-11 p.m. (Sun.-Sat.)	9.2	4,388	6.6	2,612	21.0	1,776

SOURCE: Nielsen Radio Index, Jan.-Feb. 1957.

The 10 million-plus radio-only homes listen to radio at a fairly steady rate through the day, broadly speaking, while radio-tv homes show a gradual decline. The data here are based on New York time, so spot advertisers should use the material with care

## 7. How does radio listening compare winter and summer?

Only in the morning is there any appreciable difference in summer and winter listening, these Nielsen in-home figures show. And even here, the differential is cut by auto listening. Reading across chart above, millions of additional homes listening in autos are: morning, 1.4, 1.2; afternoon, 1.8, 1.5; evening, 1.5, 1.0. July total listening is thus higher in afternoon, night







" My Mommie  
Listens to  
**KOIL** "

"Our Miss KOIL"

*The Station Most Omaha-Council Bluffs Mommies Listen To!*

**Avery-Knodel Rep.**



# REAL

# LIVE

This is about *WCCO-Land*—the 114 counties of Minnesota, Wisconsin, Iowa and South Dakota served so well by WCCO Radio.\* It's a market where bigness is measured in *millions and billions*. Population: 3.6 million (*big as Detroit*); effective buying income: \$5.4 billion (*bigger than Washington, D.C.*); total retail sales: \$4.1 billion (*bigger than Boston*); gross farm income: \$1.7 billion (*bigger than New York state and six New England states combined*)!

Dollar signs and decimal points aren't all. *WCCO-Land* is a *real live market*. The vitality and progressiveness of its people is matched only by the diversity and growth of its industries—iron ore and taconite in the North, oil and lignite in the Dakotas, farming and manufacturing nearly everywhere. Not to mention some of the nation's best fishing and most beautiful vacationland.

Doing a big job of providing this vast area with the best in entertainment, information and service is WCCO Radio. As a result, WCCO's weekly circulation of 723,860 families is from 2<sup>1</sup>/<sub>2</sub> to 28 times greater than all other Minneapolis-St. Paul stations.\*\* And greater, too, than the weekly circulation of any television station, newspaper or magazine in the region. Which is why your advertising campaign in this *big, booming* market should begin on WCCO Radio!

# WCCO RADIO

*The Northwest's 50,000-Watt Giant  
Minneapolis-St. Paul  
Represented by CBS Radio Spot Sales*

\*Basic Service Area, NCS #2

\*\*NCS #2

Market Data: Survey of Buying Power, 1957  
SRDS Consumer Markets, 1957

OW AVAILABLE FREE: New WCCO Radio Market Guide. Write to Phil Lewis, Sales Manager, WCCO Radio, Minneapolis 2, Minnesota











# MARKET!





## 8. What changes have been taking place in local programing?

### LOCAL RADIO PROGRAMING TRENDS SINCE 1955

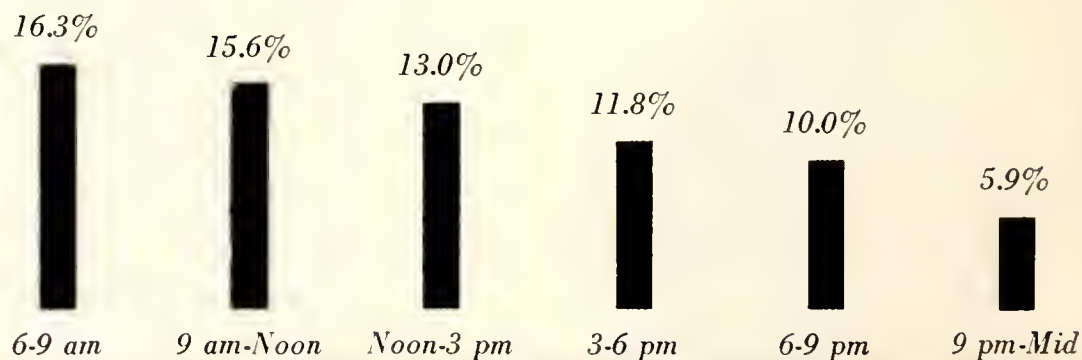
		% OF STATIONS PROGRAMING*			
		1955	1956	1957	'57 VS. '56
	<b>Concert Music</b> (10 hrs. or more per week)	23%	31%	29%	—2%
	<b>Country &amp; Western</b> (20 hrs. or more per week)	16%	24%	17%	—7%
	<b>Farm</b> (5 hrs. or more per week)	31%	28%	29%	+1%
	<b>Foreign</b> (Other than Mex.-Amer.)	17%	16%	11%	—5%
	<b>Mexican-American</b> (U.S. stations only)	7%	7%	5%	—2%
	<b>Negro</b>	29%	29%	21%	—8%
	<b>Popular</b> (75 hrs. or more per week)	12%	15%	15%	-----
	<b>Religious &amp; Gospel</b> (10 hrs. or more per week)	17%	21%	20%	—1%

\*1955 base: 2172 stations. 1956 base: 2515 stations. 1957 base: 2676 stations, U. S. and Canada. From SPONSOR's 1957 "Buyers' Guide."

## 9. What are the national listening figures by local time?

SOURCE: Nielsen Radio Index, Jan.-Feb. 1957, Mon.-Fri. average. Figures combine listening in Eastern, Central, Pacific Time Zones on local time basis.

Percent radio homes using in-home radio per average minute by day parts





# SO YOUNG BUT SO FIRST

*...and so far ahead of all other  
Cleveland radio stations.*

Youngest on the Cleveland dial, **WE'RE**....

**FIRST** in ratings (all three!)

**FIRST** in results

**FIRST** in local and national sponsors

**FIRST** in public service

Around the clock and around the calendar, the top name personalities beam the best in music, news and sports to Cleveland over **WERE**.

**WERE** personalities reach more live audiences through personal appearances than any other regional talent. They enjoy more national and industry-wide recognition, too!

\* **LATEST PULSE** *From 6 AM to midnight PULSE shows that all stations trail WERE 87.5% of the time.*

\* **LATEST NIELSEN** *6 AM to midnight WERE is first in Cleveland's Metropolitan Market.*

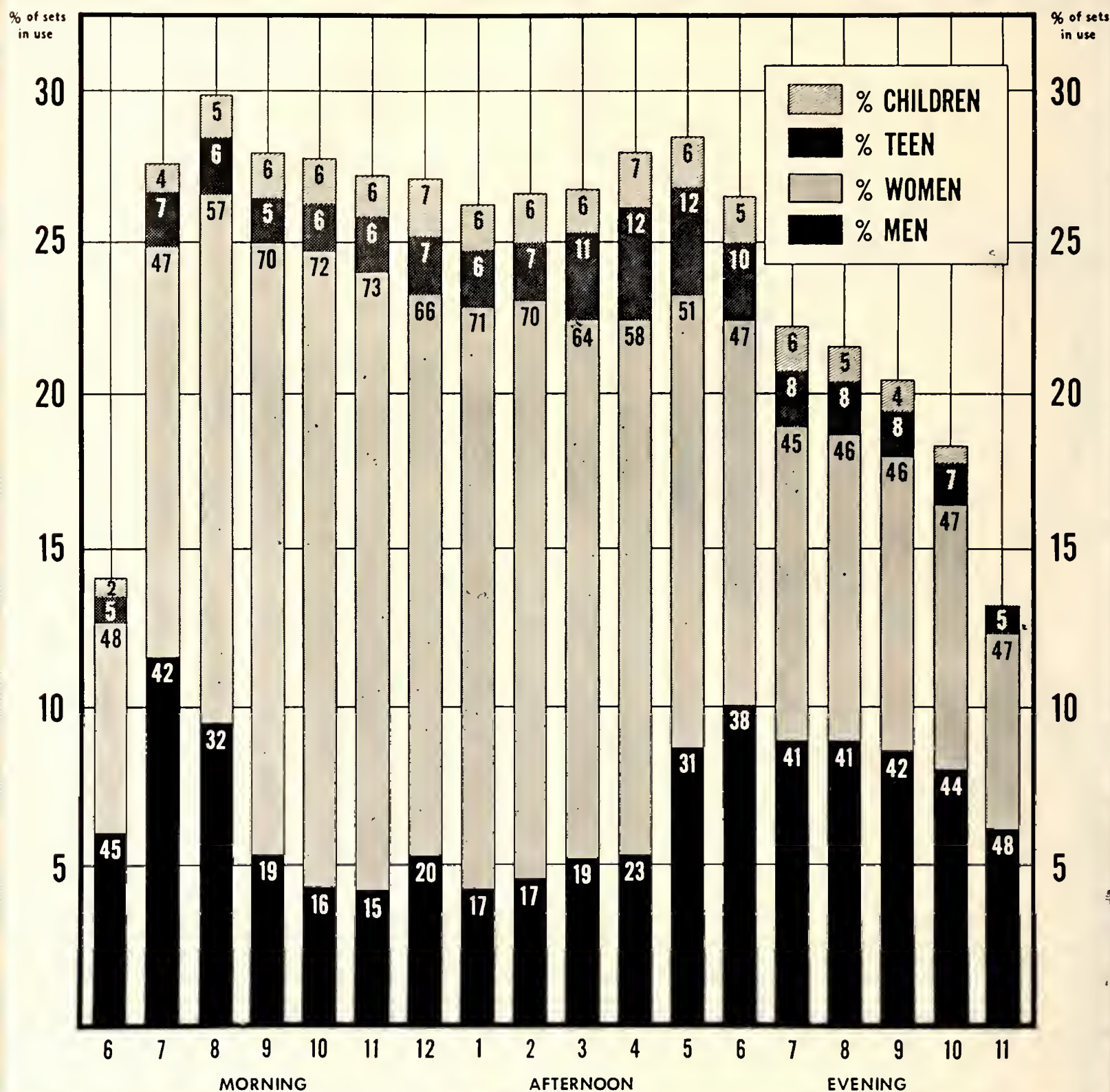
\* **LATEST HOOPER** *WERE leads all Cleveland stations in 12 of the 16 rated hours and takes the top 1/3rd (35%) of the audience and lets the other 7 stations scramble for the rest.*

## BUY **WERE** AND SELL CLEVELAND

RICHARD M. KLAUS, *Vice President & General Manager*  
represented by: **VENARD, RINTOUL & McCONNELL, INC.**



# 10. What are weekday audience composition figures on the local level?



Audience composition flow by hours of the day in eight markets is profiled in the chart above. Data was prepared by Jolm Blair & Co. research department from Pulse figures during January and February 1956. Auto and other out-of-home listening is included. Numbers in the bars show share of listening among the four audience groups. The height of each bar is a measure of homes using radio while the length of each segment within each bar shows

the actual amount of listening done by each audience category. Aside from the obvious peaks in male listening during auto driving time in this Monday-through-Friday study, note that male listening holds up strong at night. The relatively minor importance of young listeners, even the highly-touted teen-age group with its yen for popular music, is clearly delineated. Numbers at the bottom of the chart refer to the hour beginning at that time.





*Your advertising gets* **HOME**

**in these  
4 key markets**

**SYRACUSE  
OMAHA  
KANSAS CITY  
PHOENIX**

*because Meredith stations are  
"One of the Family"*

### **MEREDITH RADIO and TELEVISION STATIONS**

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA

KCMO  
WHEN  
KPHO  
WOW

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co.- Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines



Remember how fast the



From Poffenberger, "PSYCHOLOGY IN





arget

She'll forget what you say before she can buy what you sell. Everybody knows the solution: *many messages a week to the same prospect* — millions at a time. Through CBS Radio daytime drama today you can reach 6.4 million different listeners every week...with *3.2 commercial-minute impressions per listener*...for as little as \$10,000. And you talk to an attentive audience, because they pay attention to daytime drama — or they don't tune in. Nowhere today — magazines, newspapers, television — can you buy this *working frequency* with the efficiency of CBS Radio daytime dramatic serials.

## THE CBS RADIO NETWORK

That's why Lipton Tea uses CBS Radio daytime drama all year long... and why Salada Tea has been on for 20 weeks in 1957 so far... and why Pan-American Coffee Bureau, for a big summer campaign, has come here too.



Weekend audience composition on the local level

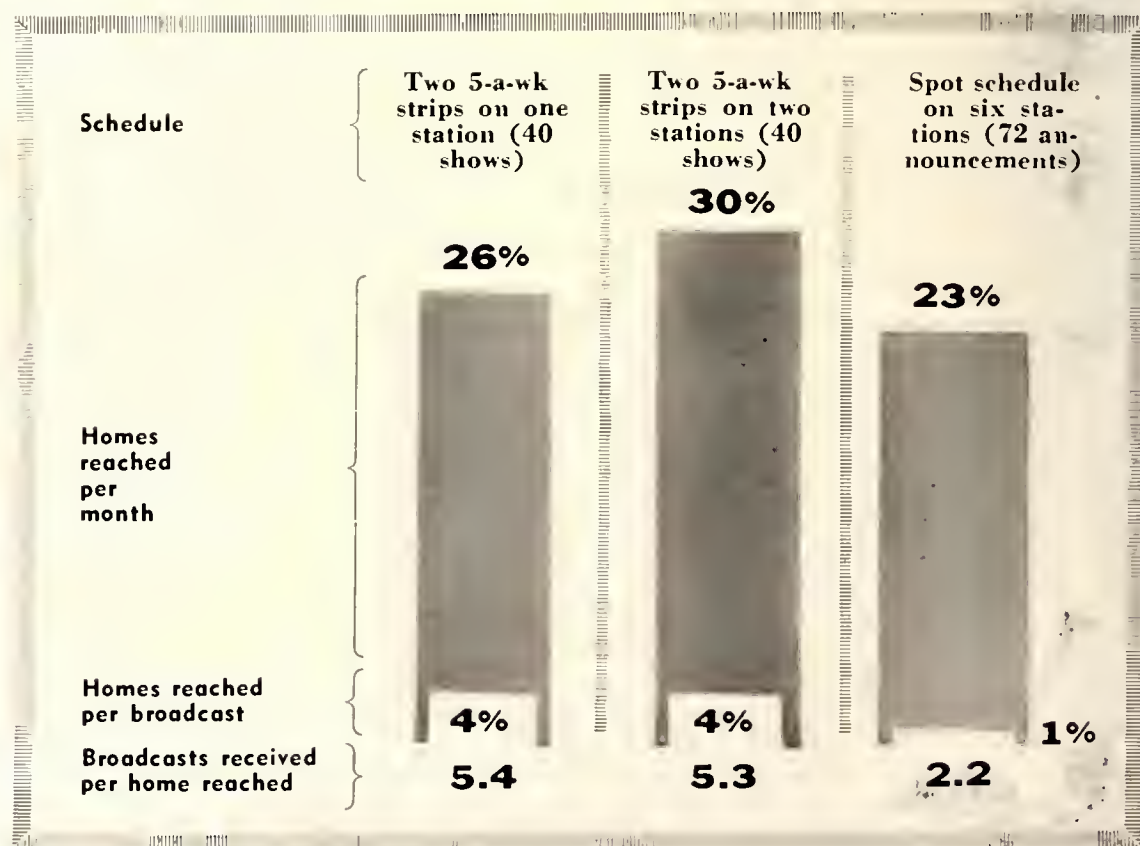
TIME	MEN	WOMEN	CHILDREN	TEENS	SETS IN USE
6-7 a.m.	49%	48%	2%	1%	5.1
7-8	15	19	4	2	11.3
8-9	39	53	5	3	15.7
9-10	36	52	8	4	16.9
10-11	34	52	10	4	19.3
11-N	34	52	10	4	20.1
N-1 p.m.	36	50	10	4	20.6
1-2	40	46	10	4	21.4
2-3	41	45	10	4	23.1
3-4	42	45	10	3	23.4
4-5	40	46	10	4	23.1
5-6	40	47	10	3	21.3
6-7	41	47	9	3	21.2
7-8	43	46	8	3	18.9
8-9	44	46	8	2	18.1
9-10	45	45	8	2	16.9
10-11	47	46	6	1	14.7
11-M	48	47	5	---	11.0

## 11. What are weekend audience composition figures on the local level (winter)?

Chart at left, prepared by John Blair and Co., provides a four-way audience composition breakdown, based on Pulse data in the following eight markets: Chicago, Detroit, Philadelphia, Columbus, Miami, Pittsburgh, Seattle, Dallas. Figures show a weighted average, cover both Saturday and Sunday. Note the substantial numbers of men who can be reached during the day on weekends. Data shown includes listening in automobiles

## 12. What size audiences can advertisers reach with local level combination buys?

Taken from NSI special analysis files, the data at right give some idea of the audience sizes an advertiser can accumulate with combination buys. The first bar is a morning strip combined with an afternoon strip. The second is a daytime strip combined with an early evening strip. Material is not meant as a comparison of the three different types of purchases





Nothing —  
but nothing  
outsells  
good old radio!

ESPECIALLY IN PHILADELPHIA ON **WIP**

Where **National sales** are up **94%** and

**Local sales** are **43%** ahead of five years ago!

**WIP**  
PHILADELPHIA

**610**  
ON YOUR DIAL



## IV. OUT-OF-HOME LISTENING

### 1. What does auto add to in-home listening by day parts?

Percent auto listening adds to in-home U. S. audience

SUMMER 1956					
6-9 a.m.	9 a.m.-N	N-3 p.m.	3-6 p.m.	6-9 p.m.	9 p.m.-M
30.3	26.7	25.3	36.8	43.6	33.1
WINTER 1956-57					
20.0	18.8	18.9	33.1	29.3	21.6

Source: A. C. Nielsen Auto-Plus. Weekly averages Sunday through Saturday, N. Y. Time. Figures are not sets-in-use but percent of in-home listening.

U. S. homes using radios at home and in autos, Summer '56

Time period	In-home radio use	Auto-Plus use	Total
8-9 a.m. (Mon.-Fri.)	5,771,000	1,627,000	7,398,000
5-6 p.m. (Mon.-Fri.)	5,250,000	2,199,000	7,449,000
7-8 p.m. (Sunday)	3,831,000	2,190,000	6,021,000

Source: A. C. Nielsen.

### 2. How many homes use auto radios during heavy traffic hours in the summer?

### 3. What's the auto audience composition like during the heavy traffic hours in the summer?

U. S. audience composition of auto listeners, Summer 1956

Time period	Men	Women	Teen	Children
8-9 a.m. (Mon.-Fri.)	60%	23.5%	7%	9.5%
5-6 p.m. (Mon.-Fri.)	53%	28%	7%	12%
7-8 p.m. (Sunday)	34.5%	35.5%	11.5%	18.5%

Source: A. C. Nielsen.



# BELIEVABILITY

## *. . . the Priceless Advantage You Get When You Buy the **WWJ** Stations*

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—the WWJ stations back up your advertising with a very special quality of their own. It's *believability*.

Detroiters have faith in the WWJ stations, respect their traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ or WWJ-TV, it *must* be good."

Put this believability to work for you on the WWJ stations.

**WWJ** AM and FM  
**RADIO**  
The World's First Radio Station

original  
**NBC**  
affiliates

**WWJ-TV**  
Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives. Peters, Griffin, Woodward, Inc.



## 4. How much does out-of-home listening add to in-home?

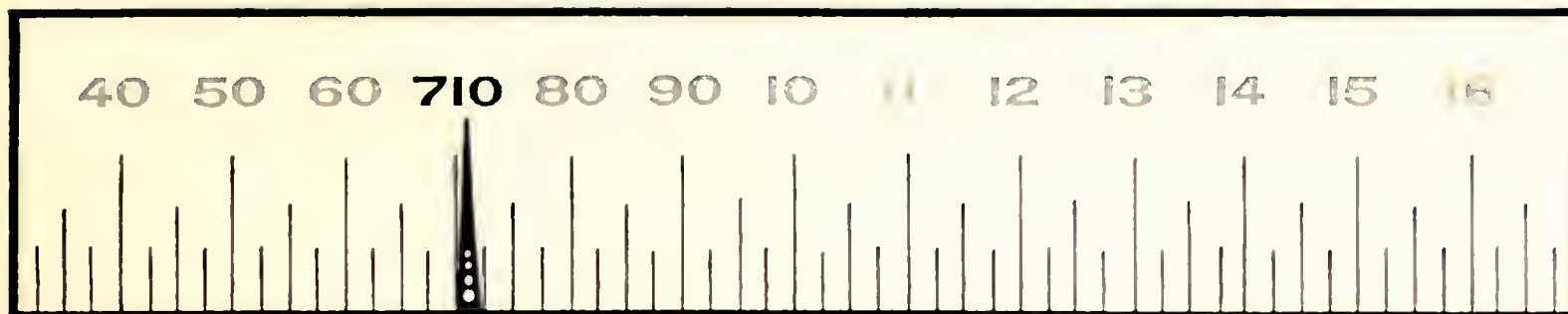
Percent out-of-home listening adds to in-home listening in 28 markets

		IN-HOME + OUT-OF-HOME = THIS % PLUS		
		▼	▼	▼
Atlanta	18.1		+ 4.1	= 22.7
Baltimore	16.3		+ 3.8	= 23.3
Birmingham	18.0		+ 4.3	= 23.9
Boston	18.5		+ 4.7	= 25.4
Buffalo	16.4		+ 3.6	= 22.0
Chicago	18.3		+ 4.3	= 23.5
Cincinnati	16.3		+ 4.0	= 24.5
Columbus	17.1		+ 3.5	= 20.5
Dallas	17.5		+ 4.6	= 26.3
Detroit	16.5		+ 4.2	= 25.5
Fort Worth	18.5		+ 4.0	= 21.6
Houston	18.1		+ 4.4	= 24.3
Kansas City	16.7		+ 3.9	= 23.4
Los Angeles	18.7		+ 4.7	= 25.1
Miami	20.3		+ 4.7	= 23.2
Milwaukee	18.2		+ 4.3	= 23.6
Minneapolis-St. Paul	18.3		+ 4.2	= 23.0
New Orleans	18.3		+ 4.4	= 24.0
New York	19.1		+ 5.1	= 26.7
Philadelphia	16.5		+ 3.7	= 22.4
Pittsburgh	17.5		+ 3.9	= 22.3
Portland	21.0		+ 4.4	= 21.0
Richmond	16.6		+ 3.7	= 22.3
St. Louis	17.1		+ 4.2	= 24.6
San Diego	18.5		+ 4.0	= 21.6
San Francisco	19.3		+ 4.6	= 23.8
Seattle	18.0		+ 4.2	= 23.3
Washington, D. C.	18.3		+ 4.1	= 22.4

Figures above are from Pulse's semi-annual study of out-of-home listening. In-home and out-of-home columns show percent of homes listening by average quarter hours seven days a week. Percentage plus is not measure of

homes using radio but ratio between in-home and out-of-home. Period covered by data is various winter months this year. Averages for the group of markets shown: in-home, 18.2%; out-of-home, 4.5%; average plus, 24.7%.





## NEW YORK TURNS TO WOR...

One of the prime reasons for owning and using a radio is for the immediacy of its news reports — and the most important news reporter in New York is WOR RADIO.

WOR's leadership in news broadcasting stems from careful management planning and is backed by a crack news staff whose aggregate careers total *more than 200 years of journalism experience.*

## WOR RADIO leads in News...

### AUDIENCE

*Every day more people listen to news on WOR than any other New York station.*

### TIME DEVOTED TO NEWS LISTENING

*The WOR audience devotes 1,711,940 listener hours per day to WOR News.*

### TOP-RATED NEWS BROADCASTS

*Eight out of the top ten quarter-hour local newscasts are on WOR.\**

This important area of station leadership — leadership which is now established more clearly than ever — is a prime reason why more advertisers turn to WOR than to any other station in the country.

Now's the time to take your turn.

# WOR RADIO 710

A division of RKO Teleradio Pictures Inc.

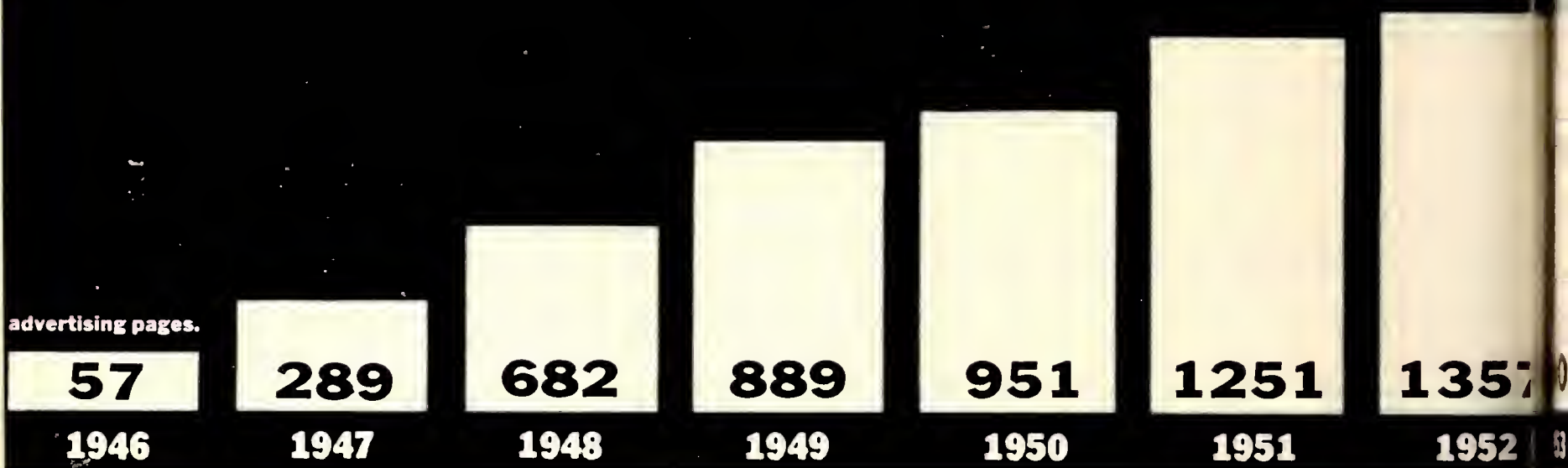
Serving Boston, (WNAC), Detroit-Windsor, (CKLW), Los Angeles, (KHJ), Memphis, (WHBQ) and San Francisco, (KFRC).

\*Pulse, June 1957. Monday thru Friday newscasts.



**FOR OVER 10 YEARS . . . . .**

**Every year for more than a decade SPONSOR  
has gone up in advertising pages.**

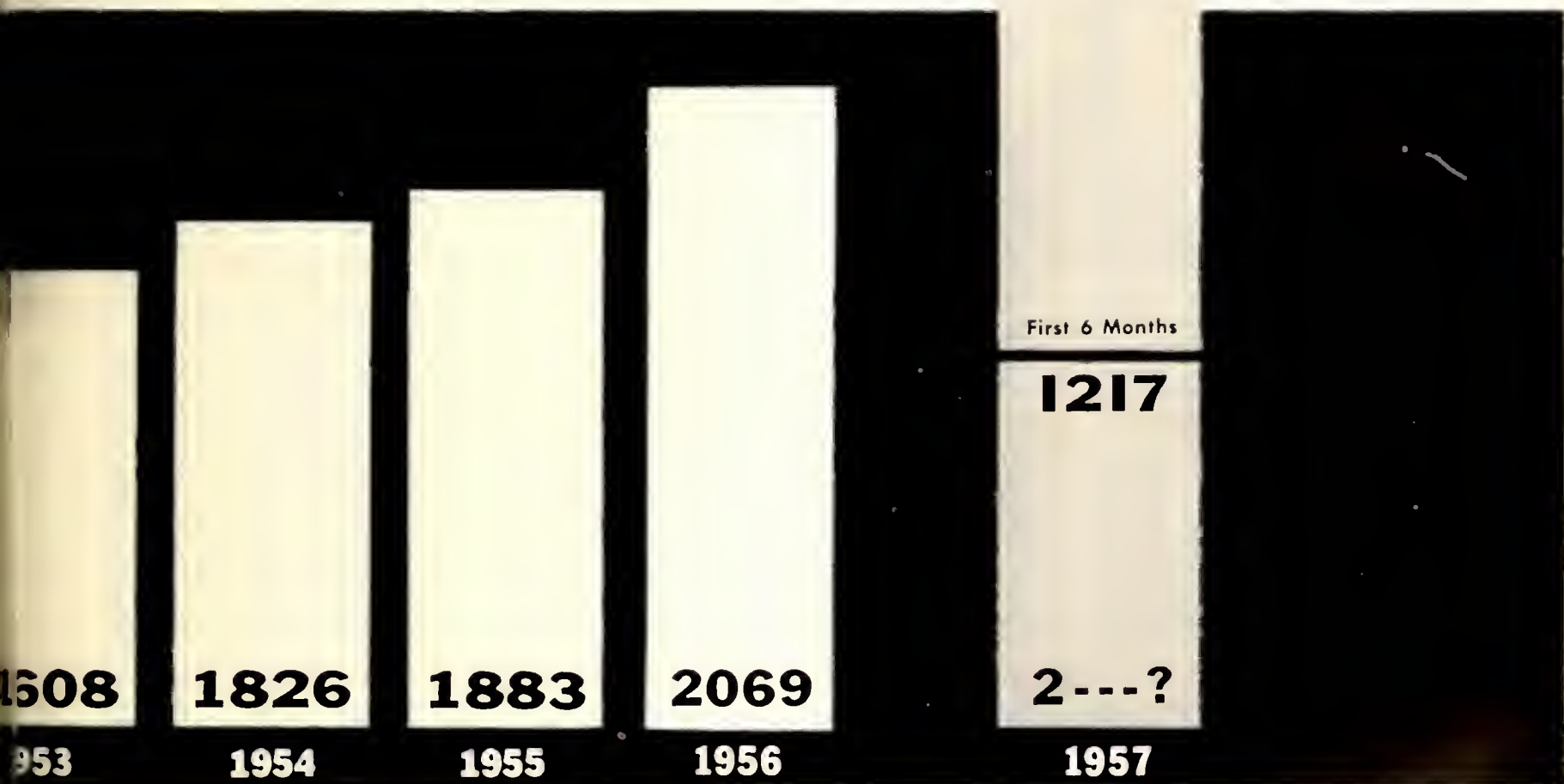


**THIS UNPARALLELED RECORD OF GROWTH  
IS NO ACCIDENT! HERE'S HOW IT HAPPENED . . .**



**NOTHING BUT**

# UP



No magic formula—just a simple case of an increasing number of advertisers discovering that advertising in SPONSOR pays off.\*

SPONSOR spotlights its editorial content 100% towards advertisers and agencies—and really hits the target. So much so that SPONSOR's 1956-57 fiscal year recently ended showed advertising volume of \$1,000,000.

\*Write for the factual record of WOLF, WBAY, KPQ, WTVL and Storz in SPONSOR. They'll show how you can build your spot revenue in your market.





## 5. What's the trend in out-of-home listening?

Percent homes listening out-of-home, winter and summer, 1951-1957

	1951	1952		1953		1954		1955		1956		1957
	S	W	S	W	S	W	S	W	S	W	S	W
Atlanta		3.1		3.3	3.6	3.2	3.6	3.2		3.4	4.0	4.1
Baltimore			3.2	3.2	3.5	3.2	3.6	3.2		3.4	4.1	3.8
Birmingham		3.0	3.3	3.2	3.5	3.6	3.8	3.3	3.6	4.1	4.4	4.3
Boston	4.0	3.3	4.1	3.8	4.2	4.4	4.6	4.2	4.6	4.8	5.1	4.7
Buffalo	2.7		2.9		3.5	3.6	3.7	3.2	3.4	3.2	3.8	3.6
Chicago	2.9	2.6	3.2	3.1	3.7	3.9	4.3	4.1	4.2	4.0	4.6	4.3
Cincinnati	2.6	2.6	3.1	3.1	3.6	3.6	3.9	3.6	3.9	3.8	4.2	4.0
Columbus				3.1		3.2		3.1	3.3	3.4	4.0	3.5
Dallas				3.9				3.6	4.0	4.5	4.7	4.6
Detroit		3.0	3.0	3.0	3.8	3.9	4.2	3.9	4.2	3.8	4.3	4.2
Fort Worth										4.0		4.0
Houston			3.8		3.8	3.6	4.1	4.0	4.3	4.3	4.6	4.4
Kansas City					3.2		3.7	3.4		3.8	4.1	3.9
Los Angeles	4.1	3.5	4.3	4.2	4.4	4.5	4.8	4.5	4.7	4.4	4.7	4.7
Miami				2.9		3.1		3.3	3.7	4.4	4.6	4.7
Milwaukee						3.3	3.8	3.3	3.8	3.5	4.3	4.3
Mpls.-St. Paul	3.1	2.9	3.3	3.1	3.4	3.4	3.8	3.7	3.9	3.7	4.2	4.2
New Orleans					3.2		3.7	3.3	3.4	4.4	4.6	4.4
New York	3.9	3.5	4.0	4.0	4.4	4.4	4.8	4.4	4.4	4.6	5.0	5.1
Philadelphia	3.5	3.3	3.7	3.5	3.8	3.6	3.9	3.9	4.0	3.8	4.4	3.7
Pittsburgh		3.6				3.4		3.5	3.9	3.6	3.9	3.9
Portland, Ore.								3.6		3.9		4.4
Richmond					2.9	3.1	3.2	2.9	3.0	3.1	4.3	3.7
St. Louis		2.4			3.4	3.5	3.8	3.8	4.2	3.9	4.3	4.2
San Diego					3.2		3.5	3.5	3.8	3.6	4.1	4.0
San Francisco	4.1	3.8	4.3	3.9	4.4	4.1	4.2	4.2		4.5	4.7	4.6
Seattle		2.6	3.1	2.8	3.2	3.2	3.5	4.4	4.2	4.1	4.1	4.2
Washington		3.1	3.6	3.2	3.6	3.7	4.0	3.7	3.9	3.7	4.1	4.1
Median	3.5	3.1	3.3	3.2	3.6	3.6	3.8	3.6	3.9	3.8	4.3	4.2

**Five-year** span covering out-of-home listening during winter and summer shows winter increase of 35% in the median figure for 28 markets. Figures are from Pulse, which includes all types of out-of-home listening, including visiting to other homes. Auto listening represents the greatest part of the out-of-home total, running between 50-60%. Next in importance is listening while at work.



# FIRST NEW RADIO STATION IN NEW YORK IN 14 YEARS



## **1330 KC - THE NEW SOUND FOR NEW YORK**

with a hard-hitting new concept in programming—planned to  
produce new sales for advertisers in the world's largest market

*H. SCOTT KILLGORE, President & General Manager*

A Tele-Broadcasters Station • 41 East 42nd St. • N. Y. 17, N. Y. • MUrray Hill 7-8436

**KALI** Pasadena, L. A. • **WPOP** Hartford, Conn. • **KUDL** Kansas City, Mo. • **WKXV** Knoxville, Tenn.



# V. RADIO NETWORK PATTERNS

## 1. What size\* audiences can an advertiser accumulate . . .

A. With 10 7½-minute segments across-the-board during the day?

Monday	Tuesday	Wednesday	Thursday	Friday
Helen Trent 2d Mrs. Burton	Nora Drake Road of Life	Ma Perkins 2d Mrs. Burton	Nora Drake Road of Life	Helen Trent Ma Perkins
Weekly unduplicated audience . . . <b>8,764,000 Listeners</b>				
Weekly commercial minutes . . . <b>42,374,000 Listener impressions</b>				
Weekly cost . . . <b>\$19,896</b>				
Four-week unduplicated audience <b>15,110,000 Listeners</b>				

SOURCE: CBS Radio estimates, total audience based on Nielsen full network average audience, Jan.-Apr. 1957. Auto-Plus included. Audience composition: Nielsen, Mar.-Apr. 1957.

B. With two nighttime and one morning news-strips in four weeks?

Net Rating	Unduplicated homes	Average frequency
<b>18.7%</b>	<b>8,920,000</b>	<b>3.4</b>

SOURCE: NRI, Jan.-Feb. 1956, ABC Radio, in-home only.

C. With a complete weekend news package?

% total U.S. homes	% tv homes	% radio-only homes
<b>24.1</b>	<b>20.5</b>	<b>38.9</b>

SOURCE: NRI, Oct. 1956, all segments, network not identified, in-home only.

D. With a typical daytime strip in four weeks?

	%	Homes	Avg. episodes
Cume audience	<b>13.9</b>	<b>6,630,000</b>	<b>3.6</b>
Avg. per broadcast rating	<b>2.4</b>	<b>1,145,000</b>	

SOURCE: NRI, Jan.-Feb. 1957, network not identified, in-home only.

E. With a run-of-schedule plan during the day Monday through Friday?

Average rating per minute . . . . .	<b>1.6</b>
No. of announcements per week (10 minutes, 10 30-seconds) . . . . .	<b>20</b>
Gross weekly rating . . . . .	<b>32</b>
Weekly cost . . . . .	<b>\$10,063</b>
Home commercial impressions per week . . . . .	<b>15,264,000</b>
Plus estimated 20% added by car radio . . . . .	<b>18,317,000</b>
Cost-per-1,000 impressions . . . . .	<b>55¢</b>

SOURCE: NRI, Feb.-Apr. 1957 (auto audience estimated), NBC Radio.

\*Charts above are not meant to be compared. Some figures are based on homes, others on listeners; some include auto listening, others do not, etc.



***If you want TO INCREASE SALES  
in Virginia***

***Remember this \****



In Virginia  
the radio station  
MORE Virginians  
listen to MOST  
is WRVA-RADIO!

Any CBS Radio Spot Sales representative will give you the complete story—tell you why MORE Virginians listen MOST to WRVA-Radio and when they listen.

He'll furnish, too, straight-from-the-record facts that show how WRVA-RADIO's experienced, diversified programming and top personalities continue to turn listeners into buyers throughout WRVA-RADIO's vast coverage area—for dozens of sponsors whose sales charts reflect the selling power of the powerful 50,000 Watt Voice of WRVA-RADIO.

*Virginia's Only  
50,000 Watt  
Radio Station*



*Serving Virginia for over 31 years*

REPRESENTED BY CBS RADIO SPOT SALES



## 2. What type of audience can a sponsor of news reach?

**Audience** profile of in-home audience reached by Bristol-Myers and Brown and Williamson during week of 4-8 February 1957 with NBC Radio hourly news is shown right. Data comes from Nielsen U. S. Audimeter sample

Geographical, family characteristics of NBC hourly news listeners

	Rating	Homes (000)	Average times each home listens
<b>Total U. S.</b>	22.5	10,732	5.9
<b>County Size</b>			
A	17.7	3,119	6.3
B	25.0	3,209	5.2
C	25.5	2,383	6.0
D	25.6	2,021	6.0
<b>Territories</b>			
Northeast	15.3	1,951	6.1
East Central	14.0	1,143	6.2
West Central	25.0	2,354	5.4
South	31.3	3,458	5.5
Pacific	25.0	1,826	7.1
<b>Tv Ownership (39,300,000 tv homes)</b>			
Tv Homes	17.6	6,917	5.3
Non-Tv Homes	44.3	3,815	6.9
<b>Age of Housewife</b>			
None	23.1	1,936	4.1
16-34	17.7	1,804	5.1
35-49	18.3	2,640	5.1
50 +	29.5	4,312	7.5
<b>Family Size</b>			
1-2	29.0	5,537	7.2
3-4	18.0	3,265	4.8
5 +	20.3	1,930	4.6

Audience added to three net tv shows by ABC Radio weekend news

	Total Homes		Tv Homes		Radio-Only Homes	
	(%)	(000)	(%)	(000)	(%)	(000)
Do You Trust Your Wife	30.5	14,518	38.5	14,518		
Weekend News	24.1	11,472	20.5	7,729	38.9	3,743
<b>Combined</b>	<b>48.7</b>	<b>23,181</b>	<b>51.6</b>	<b>19,438</b>	<b>38.9</b>	<b>3,743</b>
Goodyear Tv Playhouse	31.7	15,089	40.0	15,089		
Weekend News	24.1	11,472	20.5	7,729	38.9	3,743
<b>Combined</b>	<b>48.6</b>	<b>23,134</b>	<b>51.4</b>	<b>19,391</b>	<b>38.9</b>	<b>3,743</b>
You Bet Your Life	42.0	19,992	53.0	19,992		
Weekend News	24.1	11,472	20.5	7,729	38.9	3,743
<b>Combined</b>	<b>58.0</b>	<b>27,608</b>	<b>63.3</b>	<b>23,865</b>	<b>38.9</b>	<b>3,743</b>

## 3. How much audience can a news show add to a network tv program?

**Data** left covers four-week cumulative audience figures from Nielsen, October 1956. All audience figures are unduplicated. The combined figures total up the tv audience plus the *Weekend News* audience which doesn't watch tv show





It couldn't happen to nicer guys . . . .

. . . . than WAVZ advertisers.

Nothing gives us greater satisfaction than to see WAVZ advertisers selling out. That's why we work so hard to assure their results.

Representatives:      National: Hollingbery Co.  
New England: Kettell-Carter



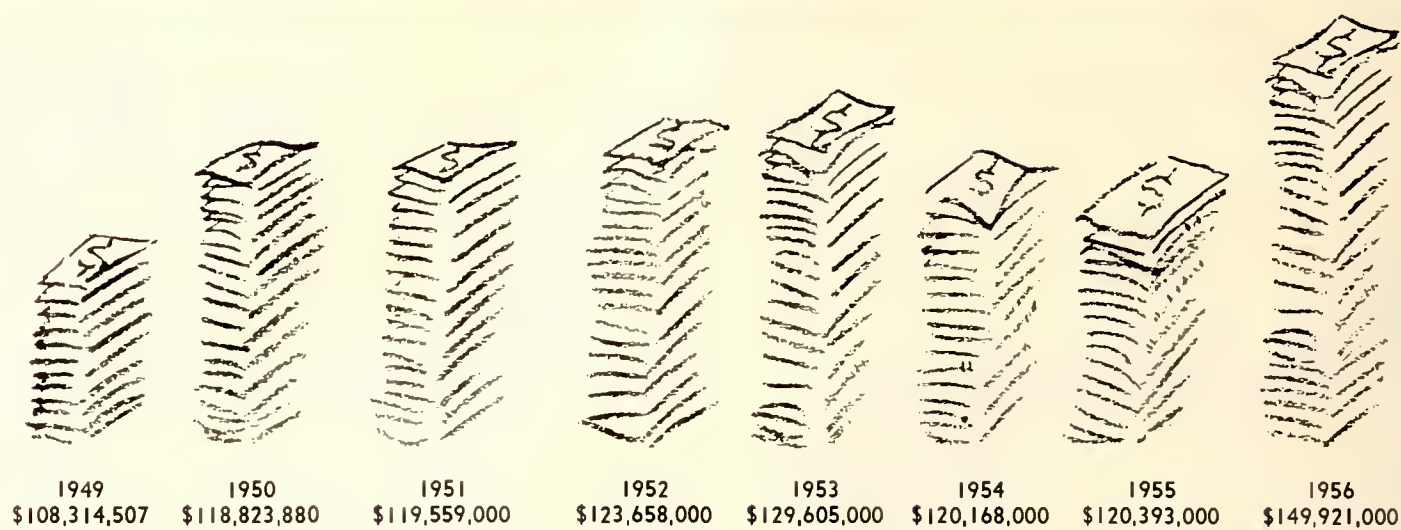
152 TEMPLE STREET, NEW HAVEN, CONN.

Daniel W. Kops, Executive Vice President and General Manager • Richard J. Monahan, Vice President and Commercial Manager



## VI. RADIO SPENDING, COSTS

### 1. How much have advertisers spent for spot radio time?



Figures above relate to station income from time sales only, after rate discounts but before commissions to reps, agencies. Source of all figures is FCC, except for 1956, which comes from the Station Representatives Association.

### 2. What are gross daytime costs of spot radio?

Total gross daytime costs by station groups

Station Places	Population Groups	30-Min.	15-Min.	1-Min.	Station Break
41	500,000 and over	\$6.649	\$4,379	\$1,922	\$1,528
47	250,000 to 499,999	3.787	2,426	877	742
92	100,000 to 249,999	4.996	3,248	1,053	1,074
33 (Est.)	50,000 to 99,999	1.217	810	260	227
155 (Est.)	25,000 to 49,999	5.443	3,322	973	850
1100 (Est.)	under 25,000	28.013	17,558	4,896	4,132

The dollar figures above are totals for each station group. They are based on one-time rate for the highest-cost station in each market. Nighttime rates are substantially

the same. Data which comes from SRA, is based on April 1957 rates. A comparison with April 1956 showed rates up about 10% for the first three groups, 1% for the others.

### 3. What's the ratio between night and day spot radio rates?

Ratio of Nighttime to Daytime Rates	
1946	1.76
1950	1.78
1952	1.70
1956	.94
1957	.88

Continuing study of spot radio rates by the Katz Agency of its represented stations shows that nighttime rates are now, on the average, 12% lower than daytime rates. Between 1946 and 1950 there was an almost parallel increase in both daytime and nighttime rates. Between 1950 and 1952, there was a slight increase in daytime rates with nighttime rates remaining relatively static. Between 1952 and 1956, daytime rates declined 13% but nighttime rates were cut in half. Since last year daytime rates have gone up slightly and nighttime rates down slightly. Rates shown here are for 12 announcements weekly for 13 weeks as of 1 January each year. Day rates are those for most hours between 8:00 a.m. and 6:00 p.m.; night for most hours between 7:00 and 10:00 p.m., thus do not include premium time rates.



**Again -- Pulse Proves:  
KRNT Radio Dominates  
in the big DES MOINES  
Market in Iowa!....  
102 FIRSTS out of 143  
Periods. KRNT leads  
Morning, Afternoon &  
Evening. KATZ has the  
latest facts on this  
Cowles operation.**

**KRNT - The Station With The Fabulous Personalities and the Astronomical Ratings**



## 4. What's the trend in day and night spot rates?

1946 = 100.0			1950 = 100.0		
YEAR	DAYTIME	NIGHTTIME	YEAR	DAYTIME	NIGHTTIME
1946	100.0	100.0	1946	78.8	78.0
1950	126.9	128.3	1950	100.0	100.0
1951	132.3	—	1951	104.2	—
1952	133.9	129.9	1952	105.6	101.2
1953	133.6	—	1953	105.3	—
1954	132.7	—	1954	104.6	—
1955	124.8	—	1955	93.8	—
1956	116.7	62.6	1956	92.0	48.8
1957	119.7	60.0	1957	93.9	46.4

**Prepared by** The Katz Agency, this data shows rate data on Katz radio stations as of 1 January each year. The figures are based on a schedule of 12 one-minute announcements for 13 weeks. Daytime rates are those that apply for the most hours between 8:00 a.m. and 6:00 p.m. Nighttime rates are those that apply for the most hours between 7:00 and 10:00 p.m. Thus, trends for prime time rates are not covered here.

## 5. How can spot costs be calculated?

**The need** among agencies for quick methods of estimating spot campaign costs has led to a variety of prepared estimators, usually put out by reps. The SRA and Peters, Griffin, Woodward have put out spot radio estimators in the past and The Katz Agency and Blair Tv put out spot tv estimators regularly. John Blair and Co. added to this list a new spot radio calculator emphasizing the saturation aspects of the medium rather than the unrealistic gross (one-time) rates. The calculator provides costs for campaigns involving one station per market in up to the top 100 markets. A new wrinkle is the inclusion of costs in premium time, which, in the case of the stations covered, embraces 6:00 or 7:00 to 9:00 a.m. and 4:00 to 6:00 p.m. Cumulative figures are given by groups of five markets ranked by population data according to *Sales Management*. All costs given are for 52-week campaigns, cover Blair stations in markets where there is one. Stations in non-Blair markets were picked by a group of media buyers from four agencies. Rates are based on January 1957 SRDS book. The Blair calculator is reproduced here.

METROPOLITAN MARKETS*	NUMBER OF ANNOUNCEMENTS WEEKLY**				PREMIUM TIME 12-PLAN
	12	24	48	96	
First 5	\$ 2,500	\$ 4,500	\$ 8,800	\$ 17,250	\$ 3,100
" 10	3,800	6,950	13,450	26,400	4,850
" 15	5,100	9,400	18,000	35,250	6,500
" 20	6,400	11,750	22,400	44,000	8,200
" 25	7,300	13,450	25,200	49,450	9,400
" 30	8,750	16,000	30,050	58,900	11,100
" 35	9,500	17,300	32,450	63,750	12,050
" 40	10,350	18,900	35,450	69,600	13,150
" 45	11,200	20,400	38,250	75,200	14,250
" 50	11,700	21,300	40,000	78,700	14,850
" 55	12,500	22,850	42,950	84,100	15,900
" 60	13,400	24,450	46,050	90,300	17,050
" 65	14,400	26,300	49,600	97,350	18,150
" 70	15,100	27,500	51,900	101,950	18,900
" 75	15,500	28,250	53,450	105,000	19,400
" 80	15,950	29,100	55,050	107,550	20,000
" 85	16,450	29,900	56,450	110,250	20,550
" 90	17,150	31,150	58,950	115,150	21,300
" 95	17,700	32,100	60,750	118,700	21,850
" 100	18,250	33,000	62,500	122,150	22,750

\*In descending order by population size rank. \*\*52-week order.



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In SYRACUSE, N. Y. the Nations Number  
1 test market . . . . .

**WFBL**

Now leads by

**85%**

...IN TOTAL TIME RATED PERIODS

SEE HOOPERATING INDEX FOR MAY, JUNE 1957

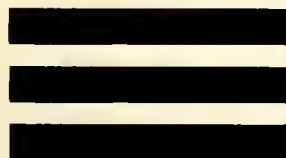
For an indication of WFBL's steady growth of  
audience consult ANY 1957 Hooperating period

For the complete WFBL story contact . . . .

**G. P. HOLLINGBERY CO.**

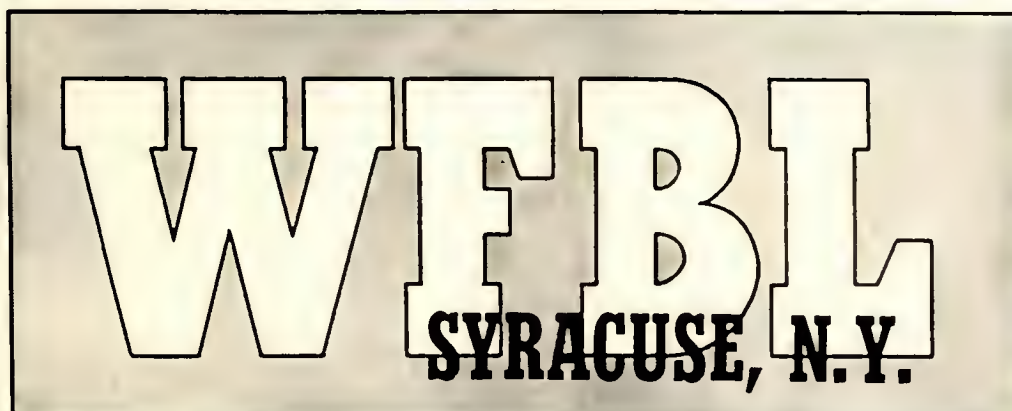
OR

H. T. WILCOX GEN. MGR. • R. F. POLGREEN SALES MGR.

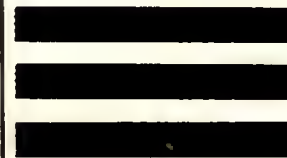


ABC  
AFFILIATE

•  
5000 WATTS  
DAY and NIGHT



A FOUNDERS STATION



The  
BIG  
Station



## 6. Who were the top radio agencies last year?

Top 50 radio agencies of 1956 as compiled in a SPONSOR survey

RANK	AGENCY	BILLINGS (000)	RANK	AGENCY	BILLINGS (000)	RANK	AGENCY	BILLINGS (000)
1	BBDO	\$10,000	16	NC&K	\$2,600	34	Donahue & Coe	\$1,300
1	JWT	\$10,000	18	C&W	\$2,500	34	Gardner	\$1,300
1	McCann-E.	\$10,000	18	Grant	\$2,500	34	Houston	\$1,300
4	D-F-S	\$9,000	18	Mogul	\$2,500	37	Cohen	\$1,200
5	N. W. Ayer	\$8,000	18	Needham, L&B	\$2,500	38	Campbell-Mithun	\$1,000
5	Y&R	\$8,000	22	DCSS	\$2,400	38	LaRoche	\$1,000
7	FC&B	\$7,000	23	Compton	\$2,300	38	Maxon	\$1,000
8	Ted Bates	\$6,000	24	Grey	\$2,200	38	North	\$1,000
9	K&E†	\$4,500	25	B&B	\$2,000	38	Spector	\$1,000
10	SSCB	\$4,400	25	Geyer	\$2,000*	43	Richards	\$700
11	Wm. Esty	\$4,000	25	Kudner	\$2,000	43	Weiss & Geller	\$700
11	R&R	\$4,000	25	Wade	\$2,000*	45	Biow	\$500
13	D'Arcy	\$3,500	25	Wasey	\$2,000	45	F&S&R	\$500
14	Leo Burnett	\$3,100	30	D. P. Brother	\$1,500	45	Kletter	\$500
15	Campbell-Ewald	\$3,000	30	McM-J&A	\$1,500	45	Ludgin	\$500
16	Lennen & Newell	\$2,600	30	Russel Seeds	\$1,500	49	Guild, Bascom & Bonfigli	\$400
			33	Warwick & Legler	\$1,400	50	Tatham-Laird	\$200

NOTE: Top management at above agencies compiled, released, or confirmed figures, except for (\*), which are SPONSOR estimates. † 1 October 1955 through 30 September 1956.

## 7. How much spot radio is needed to reach saturation levels?

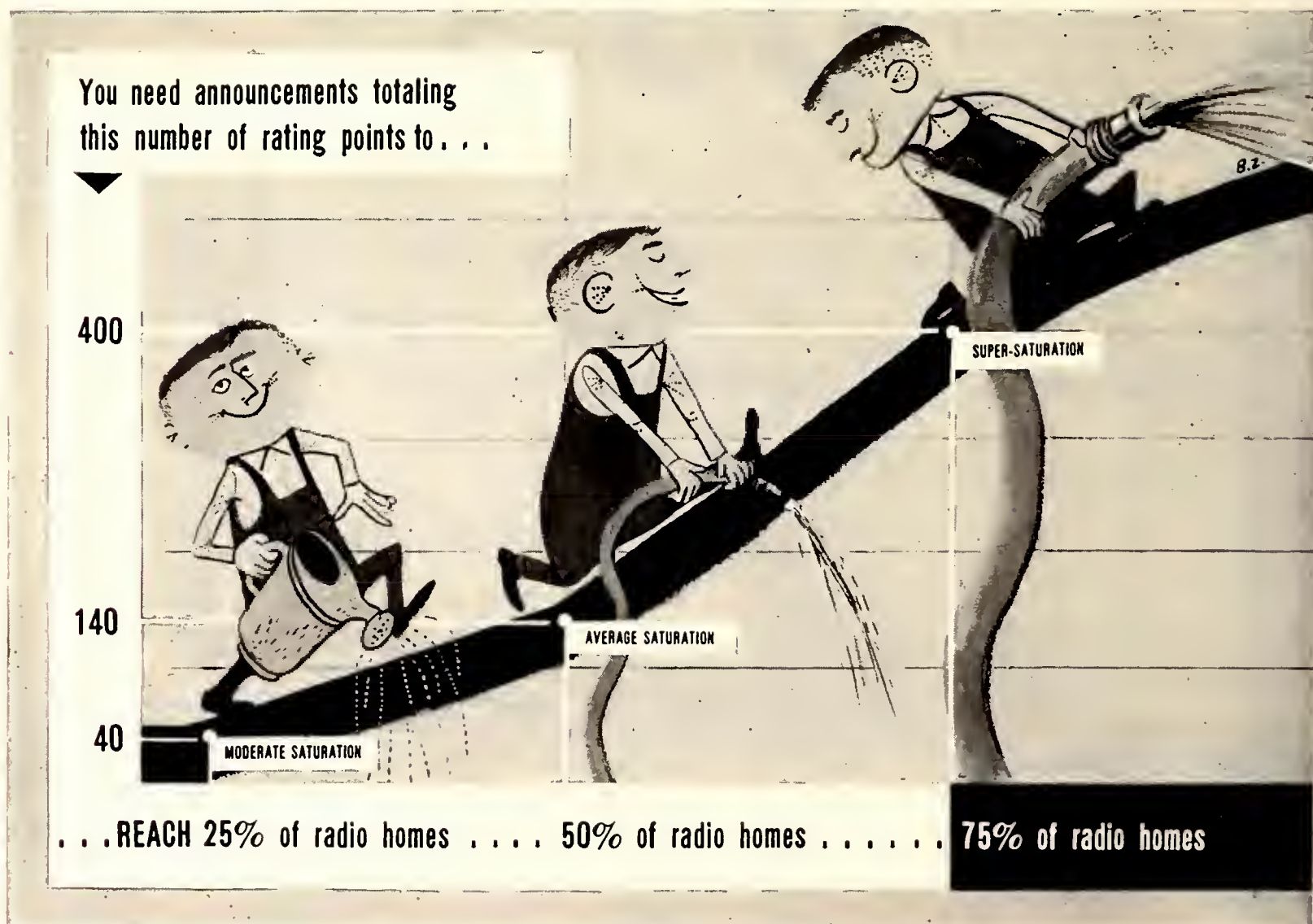


Chart above is based on formula developed by Colgate ad agencies. Reference to rating points in charts refers to simple arithmetic sum of ratings bought by client. Chart

gives a rough indication, not exact measure, is slanted to use in major markets with considerable station competition. Note rating points rise much faster than homes.



# PLANNING A RADIO STATION ?



## RCA PROGRESS PURCHASE PLAN

*Flexible Financing  
for Broadcasters*



## The RCA PROGRESS PURCHASE PLAN

**makes it easy to get equipment  
—as you need it**

By means of this flexible financing plan you can arrange for the minimum amount of equipment to begin operation. Then as you progress and require more equipment, it can be purchased easily, without the need for ready cash.

Why not let the RCA Broadcast Representative fully explain the RCA Progress Purchase Plan to you? He can show you the basic equipment needed to get you on the air at minimum investment. He can help you plan now to meet your exact requirements, allowing for future progress and development.

*For additional information write to RCA, Dept.  
FF-264, Building 15-1 Camden, N. J.*

**RCA** . . . *your first source of help in station planning*



Tmk(s) ®

**RADIO CORPORATION of AMERICA**

*Broadcast and Television Equipment, Camden, N. J.*



# 8. Where does spot radio money come from?

## Spot radio spending by industry category

Product category	1st Quarter 1957*		4th Quarter 1956*		3rd Quarter 1956	
	DOLLARS	% OF TOTAL	DOLLARS	% OF TOTAL	DOLLARS	% OF TOTAL
1. Food, grocery products	\$ 8,291,000	17.0	\$ 7,941,000	17.1	\$ 5,814,357	17.3
2. Tobacco products, supplies	8,141,000	16.7	4,179,000	9.0	4,906,914	14.6
3. Drug products	5,375,000	11.0	3,808,000	8.2	2,856,765	8.5
4. Automotive	4,020,000	8.2	4,040,000	8.7	2,991,201	8.9
5. Ale, beer, wine	2,902,000	5.9	3,529,000	7.6	2,621,502	7.8
6. Dental prods., toothpaste, etc.	2,487,000	5.1	417,000	.9	302,481	.9
7. Cosmetics, toiletries	2,158,000	4.4	2,461,000	5.3	1,814,886	5.4
8. Gasoline, lubricants	2,149,000	4.4	2,786,000	6.0	1,949,322	5.8
9. Consumer services	2,019,000	4.1	1,486,000	3.2	1,041,879	3.1
10. Religious	1,420,000	2.9	743,000	1.6	504,135	1.5
11. Notions	1,319,000	2.7	46,000	.1	33,609	.1
12. Agriculture	1,291,000	2.7	1,811,000	3.9	1,277,142	3.8
13. Miscellaneous	1,264,000	2.6	2,368,000	5.1	1,613,232	4.8
14. Transportation, travel	1,098,000	2.3	696,000	1.5	974,661	2.9
15. Household cleaners, soaps, etc.	998,000	2.1	1,346,000	2.9	1,041,879	3.1
15. Confections, soft drinks	699,000	1.4	1,300,000	2.8	907,493	2.7
17. Household laundry products	644,000	1.3	557,000	1.2	403,308	1.2
18. Household general	413,000	.9	464,000	1.0	369,699	1.1
19. Publications	408,000	.8	603,000	1.3	403,308	1.2
20. Clothing, accessories	259,000	.5	185,000	.4	134,436	.4
21. Amusements, entertainment	240,000	.5	325,000	.7	235,263	.7
22. Dairy, margarine products	202,000	.4	185,000	.4	168,045	.5
23. Household paper products	146,000	.3	139,000	.3	100,827	.3
24. Finance, insurance	142,000	.3	278,000	.6	168,045	.5
25. Hotels, resorts, restaurants	140,000	.3	139,000	.3	67,218	.2
26. Pet products	138,000	.3	230,000	.5	201,654	.6
27. Household furnishings	120,000	.3	93,000	.2	67,218	.2
28. Household appliances	113,000	.2	417,000	.9	268,872	.8
29. Garden supplies, equipment	108,000	.2	139,000	.3	100,827	.3
30. Bldg. material, fixtures, paints	64,000	.1	278,000	.6	201,654	.6
31. Watches, jewelry, cameras	59,000	.1	46,000	.1	67,218	.2
TOTAL	\$48,827,000	100.0	\$46,442,000**	100.0	\$33,609,000	100.0

SOURCE: Station Representatives Assn., time costs only. \* Figures are rounded, hence do not add up to total.

\*\*Total includes unlisted categories: Tv, radio, phonograph, musical instruments, political.



**Monta-gue**  
MAGNIFICENT!  
MONETARILY!  
MAGNETIC!

**John Hardy**  
PENETRATIVE!  
PECUNIARY!  
PERPETUAL!

**Wally Ray**  
He's CALM—  
He's COOL—  
He COLLECTS!

**Phil Gordon**  
SENSATIONAL!  
SATURANT!  
SATISFYING!

**Jumpin' George**  
RESPLENDENT!  
RESOURCEFUL!  
RESULTANT!

**KSAN:** *the only full time  
San Francisco radio station  
serving the  
tremendous  
Bay Area  
Negro  
Market  
100% of the time!*

## Here's a full house that's hard to beat!

don't try to improve on a hand like this...

### **BUY KSAN** and be sure!

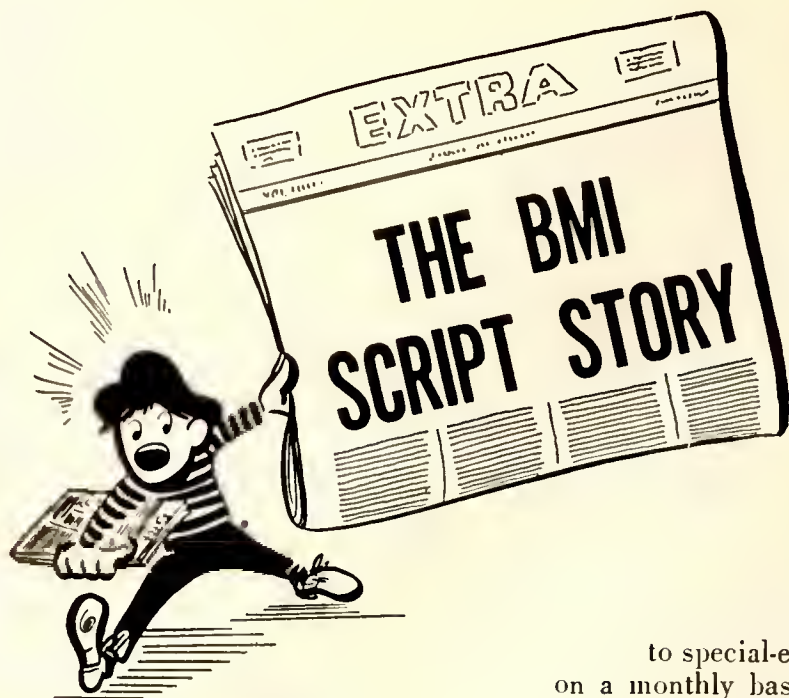
(Proven most popular year-after-year by Pulse Negro Audience Survey.)

**The KSAN signal goes where the Negro listener lives, works and buys! (Field strength surveys show 260,000 Negro listeners in the KSAN primary Market!)**

*For more exciting details, such as rates and avails, contact:*

**Stars National Inc., East and South  
Tracy Moore & Assoc., Inc. Pacific Coast  
Bob Burris, General Manager**





## SIX COMPLETE BMI PROGRAM PACKAGES

Broadcasters are now receiving six important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI scripts, ranging from daily five-minute shows to special-event programs of all types, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of broadcast operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

### THE AMERICAN STORY



Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

### STORIES FROM THE SPORTS RECORD



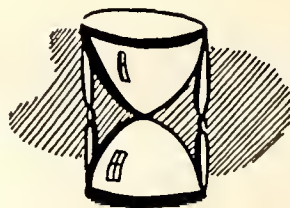
Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.

### THE BOOK PARADE



Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

### ACCORDING TO THE RECORD



Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 13th successful year.*

### MILESTONES



Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

### MEET THE ARTIST



Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

*Your program manager is receiving all of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.*

# BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

589 Fifth Avenue  
New York 17, N. Y.



SECTION

# 8 INDUSTRY BASICS

A refresher course on the fundamentals of the broadcast industry designed for both the newcomer and the veteran. Includes: radio and television coverage; audience measurement; how to read and interpret national spot rate cards.



# BRIEFING





# INDUSTRY BASICS: A REFRESHER COURSE

*If you're an air media buying or selling veteran and find you want a technical explanation for what you learned by "rule of thumb"; or if you're just starting out and need an easy-to-read primer, then this is for you. Includes: coverage, ratings, rate basics*

*Industry Basics was written by Daniel Denenholz, director research-promotion, The Katz Agency, Inc., and Kenneth Mills, associate director research-promotion. It is designed for newcomers to tv and radio time buying and selling as well as for veterans who want a refresher course.*

*Contents include an Introduction in which network and spot advertising are defined; a section on Coverage; a section on Audience Measurement; a section on Spot Rate Cards and how to read and interpret them when buying.*

## Introduction

THE AVERAGE PERSON, if asked to list the principal advertising media, would probably say: "Tv, radio, newspapers, magazines, outdoor, etc." But, when it comes to radio and tv, a more accurate classification would be: spot radio and network radio; spot tv and network tv. Spot and network, among broadcast media, are just as different as newspapers and magazines among print media.

Network is analogous to magazines where one order theoretically produces national coverage. An advertiser using network advertising buys simultaneous time (with exceptions) in a minimum number of markets (as specified by the network) on stations affiliated with that network in each market.

Spot broadcasting is a separate and distinct medium. It is more than "spot" announcements. It is a method of using radio and tv on a selective station basis. It is called "spot" because the advertiser can spot his campaign to fit his needs. It is "non-network."

Spot advertising is analogous to

R-O-P newspaper advertising, except that spot usually is sold on a "specified position" basis with discounts for run-of-station; whereas, in newspapers, rates are quoted on an R-O-P basis, with premiums for preferred position.

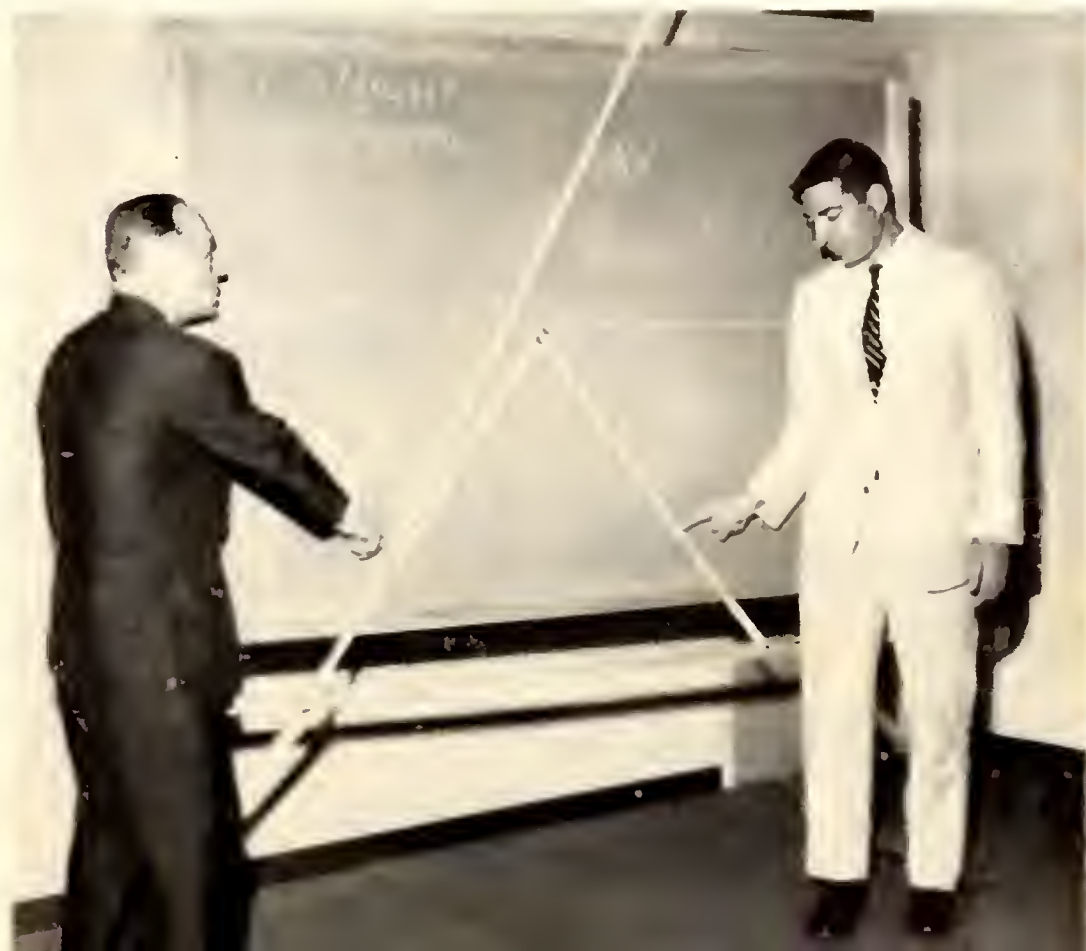
As with newspapers, the essence of spot is flexibility; flexibility in the choice of markets and stations; flexibility market by market as to frequency, time, duration, copy, cost, etc.

**Network affiliation:** To become affiliated with a network, the station signs a contract for a period of up to three years, the maximum length of time allowed by the FCC. This contract gives the network an option on certain time periods during which the station agrees to clear time for network commercial programs. The station-network agreement establishes a base rate (evening

hour). The base rate serves two purposes. First, it is the rate, subject to discounts, at which the station's facilities are offered to the advertiser. Second, it serves as the basis for determining the station's compensation by the network for any network commercial programs carried by the station. Compensation is made on the basis of a sliding scale of percentages generally averaging about 30% of the base rate as the station's share.

**The station representative:** Spot advertising, that is, non-network advertising, is sold either by the station's own sales organization or by a station representative, depending upon whether the advertising is "local" or "national." The representative is, in effect, an employee of the station and is usually paid on a commission basis.

**Radio reach** day vs. night is shown by Denenholz, Ken Mills. Carpenter rule going up at angle is day signal. Night signal goes up, bounces down and outward, hence traveling further



**D. Denenholz** (standing) conducts a seminar on industry basics at The Katz Agency, using the material covered herein



which varies with the station and representative.

Unlike the practice in network advertising, where the parties to the contract are the network on the one hand and the advertiser (or his advertising agency) on the other, the representative is not a party to the contract for spot advertising. The contract is between the station and the advertiser (or advertising agency) with the representative handling the negotiations. In the sale of spot advertising, the station is paid on the basis of its rate card, less applicable commissions to the advertising agency and the representative. The station generally nets about 75% of the advertiser's expenditure for national spot.

## Coverage

NEWSPAPER COVERAGE is relatively easy to determine. You know the number of copies circulated and you know where they are distributed.

In radio and tv you can, of course, get a reasonable estimate of the number of homes that have sets. (The most recent set count figures on a county

basis are estimates as of spring 1956. The radio figures are estimates made by the A. C. Nielsen Co.; the tv figures by the Advertising Research Foundation, based on field work by the U. S. Census Bureau and the A. C. Nielsen Co.) Having a set count, the problem is to determine the number of sets that can be reached by a station's signal—in other words, the station's coverage.

This leads us into certain engineering terms and concepts.

Let's start with "frequency."

Every radio-tv signal is made up of waves or cycles. The frequency of a signal is the number of cycles per second sent out by the transmitter.

1,000 cycles = 1 kilocycle (kc)

1,000,000 cycles = 1,000 kilocycles

1,000 kilocycles = 1 megacycle (mc)

The frequency of a station determines its position on the dial.

The whole range of frequencies used in radio-tv transmission is known as the radio spectrum. This is the portion of the ether that is subject to the authority of the Federal Communications Commission (FCC).

The radio spectrum includes not only commercial radio and tv—about 3,500 stations—but also amateur, po-

lice, aviation, and other special and experimental services.

Each of the various services is assigned "bands." The broadcasting bands are: the standard radio am band; low band vhf; fm band; high band vhf, and the uhf band. Each band, in turn, is divided into channels for individual station assignment. The whole am band, a span of 1070 kilocycles, would be approximately one-sixth the width of a single tv channel, which is 6 megacycles or 6,000 kilocycles wide.

**Factors in radio coverage:** There are three principal factors that affect a radio station's coverage: frequency, power, soil conductivity.

All other things being equal, the lower the frequency, the greater the coverage.

Radio stations are assigned channels 10 kilocycles wide within the am band which ranges from 535 kc to 1605 kc. Each station is identified by the frequency in the middle of its channel. A 660 kc station, for example, means that it is assigned a 10 kc channel between 655 kc and 665 kc. A station at 550 kc, other things being equal,

. . . DELIVERING ALL THE **MUSCLE** OF THE BOOMING  
**SAGINAW MARKET**

WITHOUT THE HIGH-COST-PER-THOUSAND **FAT!**

Power-Packed Saturation . . . In The Area . . . Of Concentrated Population

Primary CBS-TV Affiliate



Lowest Cost Per Thousand

Represented By: GILL-PERNA, INC.

**WKNX-TV**

LAKE HURON BROADCASTING CORPORATION  
SAGINAW, MICHIGAN

207,000 WATTS ERP.

CHANNEL 57



# Planning a Radio Station?



**You'll benefit by using this single source  
of equipment and experienced assistance**

For your complete equipment package, for help in planning, and for technical service—RCA can give you everything you need. From RCA you can get a full line of equipment—from microphone to antenna—designed to fill the widest range of station requirements. The practical assistance of RCA station-trained engineers is available for complete planning of your installation. And through the facilities of RCA Service Company, Inc., you can get technical field service in strategic locations throughout the country.

One source for all your station requirements means faster service and delivery to meet your specialized needs... pre-releasing if necessary. By coming to RCA, all your sources are coordinated automatically—you don't have to make all these time-wasting arrangements yourself. You can get on-air faster... stay on-air longer... reduce costly off-air time. And the many benefits will be reflected in increased profits throughout your entire operation.

*Or, for additional information write to RCA,  
Dept. FF-264, Building 15-1 Camden, N. J.*

**RCA** . . . *your first source of help in station planning*



TM & ©

**RADIO CORPORATION of AMERICA**

*Broadcast and Television Equipment • Camden, N. J.*

*In Canada: RCA VICTOR Company Limited, Montreal*



has a larger coverage area than one at 1500 kc.

The second factor is power: the greater the power, the greater the coverage.

Radio stations are grouped into three major power classifications: clear-channel stations of 50,000 watts (50 kw), regional-channel stations of 5,000 watts (5 kw) and local-channel stations of 250 watts.

Soil conductivity is the third major factor governing radio coverage.

Ground conductivity in the United States varies from "excellent" in the Midwest to "poor" in New England.

Combining these three primary fac-

tors we find that it is entirely possible for a 250 watt station to have greater daytime coverage than a 50,000 watt station.

A 50,000 watt station, for example, broadcasting on 1500 kilocycles in an area of very poor ground conductivity, in theory sends out an acceptable daytime signal up to a radius of 27 miles; a 250 watt station broadcasting on 550 kilocycles in an area of excellent ground conductivity can be received acceptably within a 99-mile radius. It is obvious, therefore, that a comparison of stations on the basis of only one of these factors will not give a true

picture; all the factors must be considered simultaneously.

There are charts available from which you can determine reasonably well the estimated daytime coverage of a radio station, if you know its power, frequency, and the soil conductivity of the area in which the station is located.

**Day and night coverage:** There are two types of radio waves: ground waves and sky waves. The ground wave, as its name implies, travels along the earth's surface and is affected by soil conductivity.

Waves from stations on the same or adjacent channels can cause "interference." For this reason, in assigning frequencies, the FCC does not assign the same frequency to two stations that are too close together geographically. Also, stations in the same locality must be separated by at least four channels.

During daylight hours the sky wave travels upwards, is lost in space and, therefore, has no effect on station coverage. At night, however, there is a change in the earth's atmosphere which causes the sky waves to be reflected back towards the earth. These reflected sky waves tend to extend the coverage of clear-channel stations and limit the coverage of regional and local stations.

After sundown, the coverage of regional and local stations is restricted because of interference from sky waves from other stations sharing their channels. There is no way to completely remove this interference, but reduced nighttime power, greater geographic separation of stations on the same channel and directional antennas help to minimize it. (The use of directional antennas permits a station to control its signal in directions where it would cause interference and at the same time increase the signal in opposite directions.) Coverage of regional and local stations is, therefore, smaller at night than during the day.

Clear-channel stations, on the other hand, find that their coverage is expanded by reflected sky waves. This is caused partially by the fact that local and regional stations must protect against interfering with clear-channel transmissions. Clear-channel stations, which might be heard in the daytime 100 or 200 miles away, via ground wave, can deliver a program at night via reflected sky waves for distances of 700 miles or more. It is, however, only the secondary coverage that is extended; the sky waves restrict primary

**RESEARCH EXPLODES AN OLD  
TIME BUYING THEORY!**

# EXPOSED

**The Inside Story  
of City People  
in Kansas!**



Take a new look at the Topeka market and you'll like what you find. Bustling, busy Topeka has gained heavily in population . . . 126,000 now in the Standard Metropolitan Area. It's 84th best in consumer spendable income, too! And every accepted survey of the past 8 years has placed WREN on top audience-wise. Topeka and Eastern Kansas is a METROPOLITAN area worth having . . . and WREN covers it for less—much less—than any farm station can hope to. Why not get all the facts from your John E. Pearson man. Audience-wise, market-wise, and price-wise, you're way ahead with WREN in Topeka.

**JULY 1956 REVEALING! SCREAMING!**

# WREN

Get All The Facts From Your John E. Pearson Man

ABC ■ 5000 WATTS ■ TOPEKA, KANSAS



# NEWS

## ABOUT VERY LOW FREQUENCY PROPAGATION!

Smaller antennas, lower transmitter power, and relative freedom from atmospheric noise are reasons behind our communication services' gradual migration to the upper end of the frequency spectrum. Lying fallow and awaiting rediscovery has been the very low frequency band below 30 kc.

Now, because VLF offers a reliable means of communicating over vast global distances, there is a marked revival of interest. It is now known that VLF has highly stable propagation characteristics which make it possible to transmit data to distant

points with unusual fidelity and precision. Where greater accuracy is required, such as very long range radio navigation systems and international transmission of frequency standards, VLF promises to open doors to many new and important uses.

### June Proceedings of the IRE gives you the facts about VLF

This year, the Boulder Laboratories of the National Bureau of Standards and the IRE Professional Group on Antennas and Propagation co-sponsored a Symposium at Boulder, Colorado, on the propagation of very low frequency radio waves. From the papers given at this important meeting the editors of *Proceedings* have chosen those of broadest interest for publication in the June, 1957, issue.

Typical of the service offered members of IRE is this VLF report — to be used now and referred to for years to come. If you are not a member of *The Institute of Radio Engineers* be sure to reserve a copy of the June *Proceedings of the IRE*, today!

### Partial Contents of this VLF issue:

- "A Technique for the Rapid Analysis of Whistlers," by J. K. Grierson, Defense Reserve Board, Ottawa, Ontario, Canada.
- "VLF Radiation from Lightning Strokes," by E. L. Hill, School of Physics, University of Minnesota.
- "Some Recent Measurements of Atmospheric Noise in Canada," by C. A. McKerrrow, Defense Reserve Board, Ottawa, Ontario, Canada.
- "Intercontinental Frequency Comparison by Very Low Frequency Radio Transmission," by J. A. Pierce, Croft Laboratory, Harvard.
- "The Mode Theory of VLF Ionospheric Propagation for Finite Ground Conductivity," by James R. Wait, National Bureau of Standards, Boulder, Colorado.
- "The Geometrical Optics of VLF Sky Wave Propagation," by J. R. Wait & A. Murphy, National Bureau of Standards, Boulder, Colorado.
- "Characteristics of Atmospheric Noise from 1 to 100 Kc/s," by A. D. Watt & E. L. Maxwell, National Bureau of Standards, Boulder, Colorado.
- "The Present State of Knowledge Concerning the Lower Ionosphere," by A. H. Waynick, The Pennsylvania State University.
- "Noise Investigation at VLF by the National Bureau of Standards," by W. Q. Crichtlow, National Bureau of Standards, Boulder, Colorado.
- "Reflection at a Shapely-Bounded Ionosphere," by I. W. Yebroff, Stanford University.
- "The Attenuation Versus Frequency Characteristics of VLF Radio Waves," by J. R. Wait, National Bureau of Standards, Boulder, Colorado.
- "The Waveguide Mode Theory of the Propagation of VLF Radio Waves," by K. G. Budden, University of Cambridge, England.



#### PROCEEDINGS OF THE IRE

1 East 79th Street, New York 21, New York

☐ Enclosed is \$3.00

☐ Enclosed is company purchase order for the June, 1957, issue on VERY LOW FREQUENCY.

Name .....

Company .....

Address .....

City & State.....

All IRE members will receive this June issue as usual. Extra copies to members, \$1.25 each (only one to a member).



The Institute of Radio Engineers  
1 East 79th Street New York 21, New York



coverage by creating a "fading zone" on the edge of the ground-wave area. This zone, shaped like a doughnut, averages 75 miles in width, depending on the type of antenna used. Fading occurs when reflected sky waves return to the earth at varying locations as the reflecting layer of the atmosphere changes altitude. As sky waves alternately merge with and part from ground waves, volume is raised and lowered—fading in and out.

**Radio coverage standards:** The signal strength necessary to produce acceptable service varies in different areas because of man-made electrical disturbances. Signal strength is expressed in millivolts per meter (MV/M). The signal strength required in different areas is:

Urban	5.25 MV/M
Suburban	2.5 MV/M
Rural	0.5 MV/M

The average radio can receive a signal as low as 0.1 MV/M.

**Factors in tv coverage:** In television, the principal factors affecting station coverage are frequency (or channel), power, and antenna height. Other things being equal:

- The lower the frequency, the greater the coverage.
- The greater the power, the greater the coverage.
- The higher the tower, the greater the coverage.

But in television, the FCC attempts to equalize the coverage potential of all stations in the same market. They do this by limiting power in relation

to antenna height and channel number.

Tv stations are classified by channel into low-band vhf, high-band vhf and uhf. There are 82 tv channels, each 6,000 kilocycles wide.

Channels 2 to 6 are low-band vhf and are limited in maximum power to 100 kilowatts. High-band vhf covers channels 7 to 13, with maximum allowable power of 316 kilowatts. Uhf channels 14 to 83 have a maximum allowable power of 1000 kilowatts.

To minimize interference, there must be sufficient geographic separation between stations on the same channel—about 175 miles under present regulations. Also, adjacent channel stations are never assigned to the same city.

Antenna height, as noted above, is of considerable importance in tv station coverage. According to FCC regulations, "tower height" is the height of the tower above the average terrain within a 10-mile radius. The tower structure itself is of little importance, for a low tower might be placed on a tall structure and a high tower in a valley. Its actual height above the ground is of importance only as it relates to height above average terrain. As tower height above the average terrain increases over 1,000 feet, the FCC requires a compensatory decrease in power to equalize coverage. The extent of the decrease varies with the three geographic broadcasting zones into which the country is divided. In general, it can be said that when a tower is less than 1,000 feet, an increase in tower height will have a more direct effect on coverage than will an increase in transmitting power.

**Tv coverage standards:** What is "Grade B" coverage? Grade A and Grade B service are terms used to define signal quality. Grade A service means that an acceptable signal is received in 70% of the locations 90% of the time. Grade B service means that an acceptable signal is received in 50% of the locations 90% of the time. Grade A service generally is required in urban areas to provide a clear picture in the face of electronic interference; Grade B service usually will provide a satisfactory picture in suburban and rural areas.

The signal strength necessary to produce these types of service varies with the band and, as in radio, is expressed in millivolts per meter.

BAND	GRADE A (MV/M)	GRADE B (MV/M)
Low-band vhf	2.5	0.22
High-band vhf	3.16	0.63
Uhf	5.0	1.58

Stations also often produce an acceptable signal beyond their Grade B coverage area—in the so-called "rural" or "fringe" area. The limit of this area usually is defined as the 0.1 MV/M contour for low-band vhf channels; 0.3 MV/M for high-band vhf channels; 0.5 MV/M for uhf channels.

**Other coverage factors:** There are factors other than signal strength, principally programming, which have an effect on a station's coverage area. For example, some people will put up with an inferior signal in order to receive popular programs. In other words, the availability of desirable programs will cause viewers or listeners to

**AGAIN**  
IN  
**NIELSEN**  
NO. 2 SURVEY  
**KSEL**  
**FIRST**  
IN LUBBOCK MARKET

National Representative  
WM. G. RAMBEAU CO.

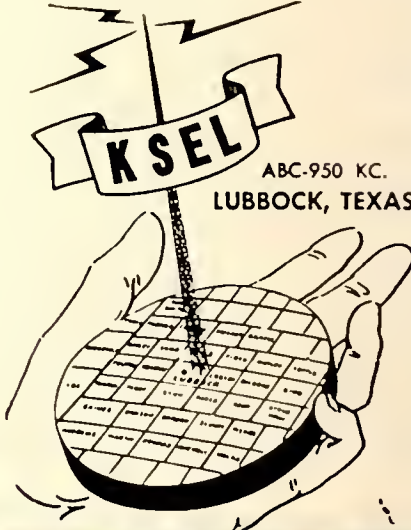
Southwestern Representative  
CLYDE MELVILLE CO.  
Dallas, Texas

★ FIRST IN PUBLIC SERVICE. KSEL WINNER OF ALFRED P. SLOAN AWARD FOR STATIONS IN 1000 WATT CLASSIFICATION.

★ WINNER OF NATIONAL SAFETY AWARD FOR OUTSTANDING CAMPAIGN IN LOCAL SAFETY.

★ LEADER IN WEATHER REPORTING DURING RECENT STORM PERIODS.

"MOST LISTENED-TO STATION  
ON THE SOUTH PLAINS OF TEXAS . . . .



ABC-950 KC.  
LUBBOCK, TEXAS

**KSEL**  
LUBBOCK, TEXAS



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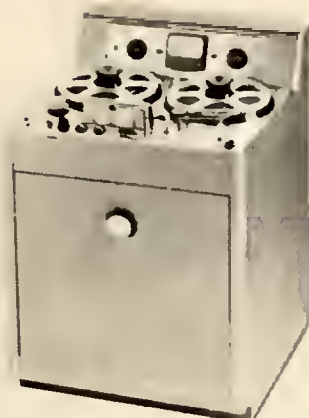


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**VIDEOTAPE RECORDERS**  
sold only direct



**MODEL 300** sold only direct



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Available only direct — Automatic programming systems, tape duplicators, and custom-engineered products.

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NEW YORK, N. Y., PLAZA 3-9232

SAN FRANCISCO, EMERSON 9-1431  
WASHINGTON, D. C., JUN PER 5-8270



"reach" for a signal, even though they are beyond the theoretical limits of the station's effective coverage area.

Or take the case of an area which can receive signals from two or more stations located in different cities. If these stations are carrying the same programs, there will be the tendency to receive the station with the stronger signal. Or there might be a situation where an area can receive satisfactory signals from stations in different cities but will tune most often to those stations located in the city towards which the area is traditionally oriented.

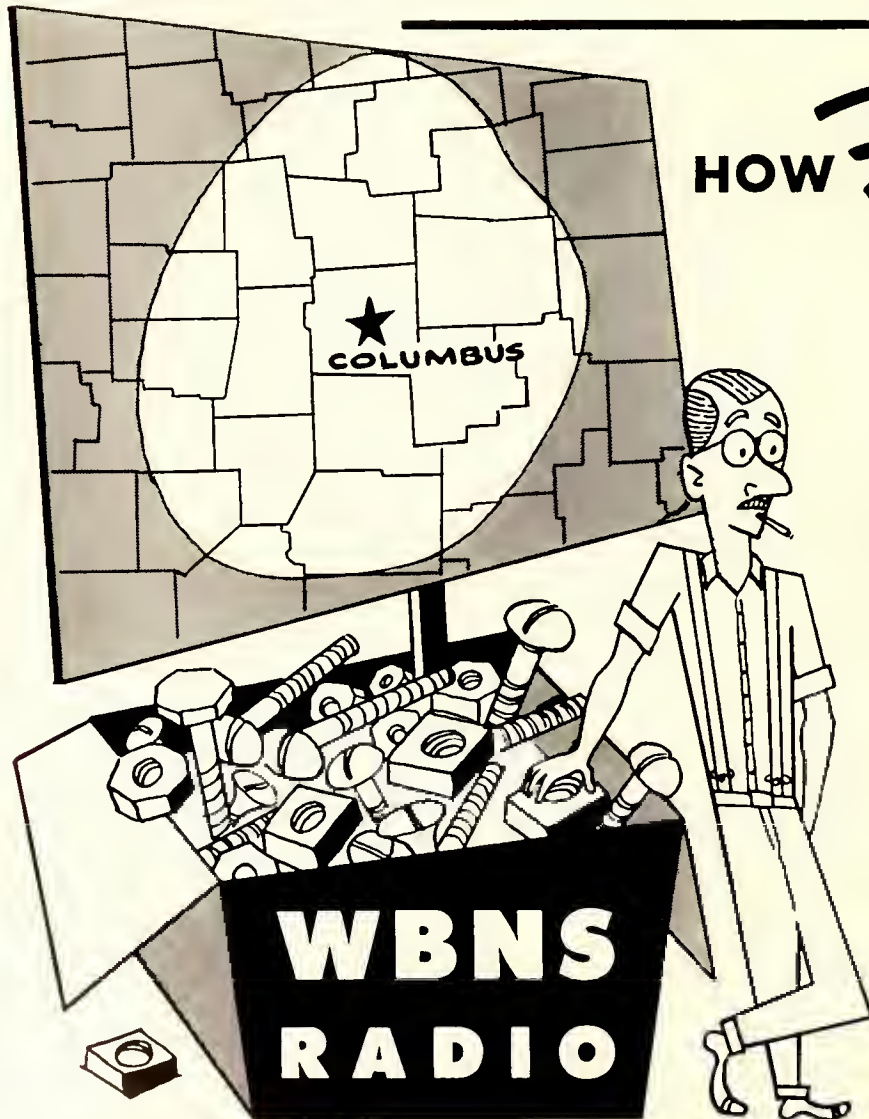
Electronic "boosters," "translators" and "satellites" also are used to extend a signal to areas not usually covered, by a station because of distance or topographical interference. In general, these transmitting antennae pick up the mother station's signal and rebroadcast it.

**Methods of defining coverage:** There are three principal methods used for showing radio and tv station coverage: engineering, mail response and surveys. An engineering map shows measurements of signal strength, is referred to as a "field intensity map."

Engineering maps may be based on actual measurements of the signal in the field; or on an engineer's computation, which he can calculate from a few spot checks of the signal; or it may be an "estimated" map, which shows the theoretical limits of coverage as read from FCC charts.

An engineering map shows where a signal *can* be received. It offers no proof that people do listen (or view). One method that has been used to show where people do listen to a station is an analysis of mail response. But maps based on mail response have no common denominator and it is difficult to compare one station with another. Furthermore, a mail count gives no indication of the actual audience size. The volume of mail can be affected by special promotions such as giveaways and contests. Also, letters are usually written by only a small number of people who cannot be considered representative of the total audience. The limitations of field intensity and mail maps led to the first industry-supported, nation-wide coverage study on a county-by-county basis made in the middle 1940's by the Broadcast Measurement Bureau (BMB). Previ-

ously, the networks, principally CBS, had experimented with this type of study. BMB was succeeded by Standard Audit Measurement Service (SAMS), a private organization which made a study in 1952. The A. C. Nielsen Company made a similar study, also in 1952, referred to as NCS (Nielsen Coverage Service). A second Nielsen survey (NCS #2) was made in spring 1956 and is the one currently used by agencies and advertisers. Basically, here's what Nielsen does. They make a survey in each county to determine the percentage of homes who report listening (or viewing) to a station at least once a month. They then list all counties in which, generally, at least 10% of the families say they listen (or view) at least once a month. This becomes the basic area for the station. For this area they show, county by county, the percentage (and number) of families who listen (or view) at least once a month and at least once a week. Further breakdowns show percent and number of families who listen (or view) at least once a week in the daytime, and once a week at night, on an average day and on an average night.



## HOW *Basic* CAN YOU BE?

### In our 24 Counties:

POPULATION: 1,707,400  
 HOUSEHOLDS: 511,750  
 RADIO HOMES: 501,515  
 CONSUMER SPENDABLE INCOME: \$3,034,624,000.00  
 FARM POPULATION: 251,400  
 GROSS FARM INCOME: \$350,512,000.00  
 TOTAL RETAIL SALES: \$2,120,297,000.00  
 FOOD SALES: \$499,436,000.00  
 DRUG SALES: \$62,075,000.00  
 GENERAL MERCHANDISE SALES: \$248,435,000.00  
 HOME FURNISHINGS SALES: \$107,659,000.00  
 AUTOMOTIVE SALES: \$415,161,000.00  
 FILLING STATION SALES: \$156,024,000.00

*Rated first by Pulse any Monday through Friday quarter-hour, day and/or night.*

**CBS for CENTRAL OHIO**

Ask JOHN BLAIR





**DO YOU OWN THIS COPY OF BASICS?**

**IF YOU DO**—you'll want to order an extra one today, so that you can keep this one intact as your workbook for the next twelve months.

**IF YOU DON'T**—better get your own right now, to be sure you'll have this basic tool at your elbows during the coming year.

**NEED QUANTITIES TOO?** For others in your organization who can profitably use this important buyers tool, we have printed an extra supply. Order them now.

**YES** I need \_\_\_\_\_ extra copies of Sponsors's  
TV/Radio BASICS at \$2. each. Please rush them  
to me.

I enclose payment ☐, please bill me ☐.

Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

MAIL TO SPONSOR, 40 E. 49TH STREET, N.Y.C.



The NCS Report defines an area in which a station is listened to (or viewed) and the number of families who receive the station on a regular basis. A *coverage* report of this type should not be confused with a *rating* report which shows audiences at specific times of day or specific programs.

## Audience Measurement

RADIO AND TV audience measurement is produced by a number of private

research organizations. The principal ones are: ARB, Hooper, Nielsen, Pulse, Trendex, Videodex. But before we discuss how they operate, some definitions are necessary.

First, just what is a "rating"?

In simplest terms, the research organization asks a number of people what programs (or stations) they listen to (or view) at a particular time.

A *rating* is, then, the *percentage* of all families interviewed who reported they were listening to, or watching, a specific program or station. (It is im-

portant to know whether the rating is based on a sampling of all homes, tv-only homes, or radio-only homes.)

**Sets-in-use** or **tune-in** is the *percentage* of families interviewed listening to *all* stations. Tune-in can, therefore, be considered as the grand total of the ratings of the individual stations at a given time.

**Share-of-audience** is the rating of a station or program expressed as a percentage of the tune-in.

You can compare ratings of different stations and ratings on the same station at different times of the day in order to determine relative audience size. This cannot be done with share-of-audience. This point may be illustrated by the following example:

	TUNE-IN		RATING	SHARE
6:00 a.m.	10	Station A	5	50%
6:00 p.m.	25	Station B	10	40%

In this example, at 6:00 in the morning the tune-in is 10 and Station A has a rating of 5. Station A's share-of-audience, therefore, at 6:00 a.m. is 50% (a 5 rating divided by tune-in of 10). Now, at 6:00 in the evening the tune-in is 25 and Station B has a rating of 10. Station B's share at 6:00 in the evening is therefore 40% (10 rating divided by a 25 tune-in).

Now station B, with a rating of 10 at 6:00 in the evening, has twice the audience of Station A with a rating of 5 at 6:00 a.m. But Station B has a smaller share, 40% against 50%.

**Techniques and limitations:** How do the research organizations conduct their surveys? They all use some type of "interview": telephone, personal contact, diary, machine. In the "interview" they "ask" questions about the listening to or viewing of programs and stations. If the question is asked in the form, "What are you listening to now?"—that is, at the precise moment of the interview—the survey is referred to as "coincidental."

If the person interviewed is asked to recall the programs or stations listened to for a period of time preceding the interview, the term "recall" is used. If information is requested for a period of about 15 minutes preceding the interview, the method is referred to as "immediate recall," and where the interviewer presents a list of programs to aid the memory, it is known as "roster recall."

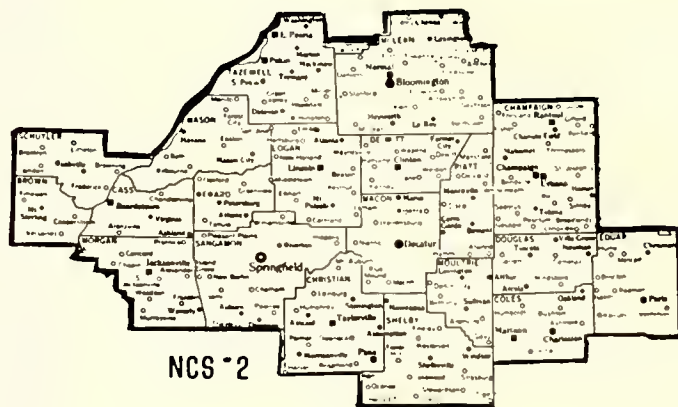
► The telephone interview is used primarily by Hooper for radio and by Trendex for tv. It is used either on a coincidental or immediate recall basis.

*In Illinois*  
**WTVP**

IS THE ***ONLY*** STATION  
WITH ***2 in 1*** GRADE "A"  
COVERAGE OF  
THIS BILLION DOLLAR

***2 in 1* MARKET**

**DECATUR-  
SPRINGFIELD**



**WTVP reaches 160,000  
unduplicated ABC TV homes**

CONTACT GILL-PERNA INC.





In addition to information on stations and programs, the interviewer tries to develop information about the audience: number, age, and sex of those listening.

The telephone interview is, of course, limited to telephone homes. This means that non-telephone homes, usually low-income groups, are not included in the sample. With the increase in the number of telephone homes, however, this factor is becoming less important, but there are still some areas where there are more radios than telephones. Also, generally speaking, because of cost telephone interviews are limited to the non-toll-call area of the city in which the survey is being made. Because of this, many suburban and rural areas are not included in telephone surveys.

There are other problems with telephone surveys:

a. A telephone survey cannot interview people with unlisted phones. These are, in most cases, people in upper-income brackets.

b. In many instances calls are made to business phones such as those belonging to doctors, lawyers, etc., that are not identified as business phones in the telephone directories.

c. Telephone surveys run into difficulty in the early morning and late evening because of resentment on the part of householders at being disturbed at these hours.

d. There is always the question whether the person answering the phone can correctly report for all members of the household, particularly in the case of radio where there are often several sets about the home.

e. It is difficult to measure the automobile and other "out-of-home" audience—increasingly important in radio.

► *Personal interview* is used principally by Pulse on a roster recall basis for both radio and tv. Though the personal interview method can be used on a coincidental basis, the cost is too great for ordinary survey purposes.

The principal criticisms of the roster recall technique are:

a. Can people accurately recall the stations and programs listened to over a period of several hours preceding the interview, sometimes even as long as a day?

b. Since the interview covers a period of several hours, if the person is not at home at the time the interviewer calls, listening for the time that he had been at home is not measured.

c. Do people distort their answers in a personal interview because of

prestige factors? In other words, do some people say they listen to the New York Philharmonic when actually they have been listening to Rock 'n' Roll?

► *The diary* is used by the American Research Bureau (ARB), Nielsen and Videodex. It is one of the more popular techniques. A diary form with spaces for programs, stations, number, age, sex of viewers are listeners is left with or mailed to selected families who are asked to keep a record of their listening or viewing, usually for a week.

In theory, the diaries should be filled in on a coincidental basis, but, more often than not, entries are made on a recall basis because of the time, trouble, and inconvenience of making entries whenever the dial is changed.

The accuracy of the diary may also be impaired if children fill it in for parents and vice versa.

Distortion because of prestige, once again, is a possible source of error.

Also, the diary cannot adequately measure the out-of-home audience.

► *The machine* technique is used principally by A. C. Nielsen Co., which



\* 12.3 average rating Monday thru Friday

And be sure to check KTVR's newest entry — "THE LATE SHOW" which delivers a 9.4 average rating!

Represented by BLAIR TV ASSOCIATES

**KTVR** "Station of the Stars" **CHANNEL 2**

550 Lincoln St.

Denver, Colorado



calls its machine the Audimeter. The Audimeter is a device attached to the radio or tv set which automatically records on a moving tape the stations to which the set is tuned. The tapes are periodically returned to Nielsen for decoding and tabulating. This is coincidental measurement.

Criticisms of the technique are:

a. It cannot develop corollary information about the audience: number, age, sex.

b. All it measures is whether the set is turned on. It cannot show whether anyone is listening.

c. It is difficult to measure the out-of-home audience with an Audimeter.

d. The cost involved in manufacturing and maintaining the machines and tapes is quite high. Because of this, sample size is minimal.

► *Combinations* of the various techniques are used on some occasions. Nielsen, for example, uses a combination of machines and diaries; Hooper, a combination of diaries, coincidental and phone immediate recall.

**Why ratings differ:** Many people cannot understand why there are differences in ratings produced by one service from those produced by another. One obvious explanation, of

course, is the differences and limitations in the techniques themselves. But, apart from this, it is important to understand that two surveys made at the same time in the same area, using the same technique, may very well come up with different figures. How can this happen?

It is the result of "laws of chance" or what statisticians call "sampling error." Without getting into a lot of technicalities, the concept of sampling error can be demonstrated simply.

Get 500 poker chips: 200 red, 200 white, and 100 blue. Put them in a bag and mix them thoroughly. The problem is to estimate the ratio of red, white, and blue chips in the bag without counting the whole 500.

Make a "survey" by taking a "sample" of 20 chips out of the bag and seeing how many of the 20 are red, how many white, and how many blue. The correct answer should be eight red, eight white and four blue, or 40% red, 40% white and 20% blue. Suppose this process were repeated three or four times. The odds against getting the same result each time are very great. It would be highly unlikely that you would come out with the correct "measurement" of 40%, 40%, 20% on any one at-

tempt. In other words, there is a variation from the true fact in any survey based on a "sample."

If you were to take samples of 100 chips instead of 20 chips, the chances of coming out with the correct proportions would increase.

An experiment of this type shows that no matter how carefully a survey is made, there is a "sampling error."

There are statistical formulas that show the size of the sampling error based on the number of interviews in a survey. To reduce the sampling error, you must increase the sample (the number of interviews) in geometric ratio. Here's where you run into problems of cost. To reduce the sampling error by half, you must increase your sample four times. The research services claim they use a sample that is large enough to produce ratings within a reasonable range of accuracy for all practicable purposes; that the refinements that could be made would not be commensurate with the cost.

**Other differences:** Aside from problems of the size and distribution of the sample and the limitations of the various techniques, there are several other reasons why ratings differ.

Some surveys measure the "aver-



**A LEADER**  
AM and FM • 24 Hours Daily

**KfAC**  
*The Music Station for Southern California*

P R U D E N T I A L   S Q U A R E   •   L O S   A N G E L E S



age" audience of a program while others measure the "total" audience. Suppose, for example, a 15-minute program has an audience of 100 people, and an hour program has an audience of 100 different people for each component quarter hour. The "total" audience of the hour program is 100 and that of the 15-minute program is 100. But the "average" audience of each program is 100. The "average audience" concept permits uniform comparisons of audience size for programs of different length. "Total audience" concept reveals the full size of a program's audience regardless of the length of the program. Some techniques measure "total audience," others "average audience."

Differences in ratings may also result when surveys cover different areas. Some are national in scope. Some are local. (Beware of applying a national rating to a local area.) One survey may measure the audience in a station's entire reception area. Another may cover only a part of that area, such as the home county or the city in which the station is located.

The date of a survey and the period of time it covers also affect ratings. Special events, weather, programing changes may cause differences in listening or viewing. Because of such factors, surveys made in different weeks may come up with different ratings. Similarly, a survey covering an eight-week period will not agree with a survey that covers only one week.

In short, in comparing and evaluating ratings, you must know:

1. The sample size
2. The technique used
3. The area covered
4. The dates of the survey
5. The length of period covered by the survey under consideration.

## Spot Rate Cards

IT'S IMPORTANT to understand, first, that the national spot rate card is different from the network rate card.

Network rate cards are issued by the networks and generally depend upon a certain minimum number of stations. Discounts are based on a variety of factors: number of stations used, number of program units, total dollar volume, time of day. This is a discussion of the rate card for national spot advertising. What are some of the things

to look for? Time brackets, time units, frequency and volume discounts, package plans, special features, and "fine print," among other things.

**1. Time brackets:** Stations have different rate classifications for different times of the day. These "time brackets," starting with the highest rate, are identified in alphabetical sequence such as Class AA, A, B, etc.

There is no standardization among stations as to the number of time brackets or the time periods included

in each bracket. When making comparisons between stations, it is important that such comparisons be made by *time of day*, not by *rate classification*.

There are often different designations for comparable time. Example:

	STATION X	STATION Y
Highest rate class	AA	A
Next highest	A	B

If you were to compare these stations on the basis of Class A rates, you would be comparing the highest rate of Station Y with the next highest rate of Station X, which is misleading.



## For **SPECIALIZED** **SELL IN ST. LOUIS!**

*The only way to reach  
this vast Country and  
Western market*

# WEN

ST. LOUIS, MISSOURI

**770 KILOCYCLES**

1000 WATTS  
CLEAR CHANNEL

Represented by **THE BOLLING COMPANY**

## THE **POWER** OF PADUCAH!

# WKYB

PADUCAH, KENTUCKY

NBC AFFILIATE

**570 KILOCYCLES**

**SERVING  
5  
STATES**

Represented by the  
**JOHN E. PEARSON CO.**

**WEST  
KENTUCKY'S  
MOST  
POWERFUL  
STATION**



Quite often you will find different hours labelled with the same rate classification. For example, on one station Class AA time may run from 8:00 p.m. to 10:30 p.m. But, on another station Class AA might run from 7:00 p.m. to 9:30 p.m. A comparison on the basis of Class AA time, therefore, might be talking about two different times.

In radio the highest rate classifications are usually found in the morning between 7:00 a.m. and 9:00 a.m., and in the afternoon between 4:00 p.m. and 6:00 p.m. In television the highest rate classification is found in the evening, generally 7:30 or 8:00 p.m. to 10:00 or 10:30 p.m.

**2. Time units:** The usual formula for program units is:

Half-hour      **60%** of the hour  
 Quarter-hour   **40%** of the hour  
 Ten minutes    **30 to 35%** of the hour  
 Five minutes    **25 to 30%** of the hour

In the case of five- and 10-minute units, these percentages would run a little lower in radio than in television.

As for announcements, most stations quote rates for minute announcements, 20-second announcements, and 10-second announcements, sometimes referred to as I.D.'s.

Announcements may be scheduled *between* programs, when they are referred to as "adjacencies" or "station breaks"; or *within* programs, when they are called "participations."

There is much more variation from station to station in the ratio of announcement rates to the hour rate than in the ratios for program units.

In television, minute announcements are generally about 20% of the hour rate, but Class AA time may run as high as 25% or higher; and daytime may run lower than 20%.

In radio, minute announcements will range from 10 to 15% of the hour.

The 20-second announcement rate will generally be the same as the minute rate, at least in television. The theory behind this is that a 20-second announcement receives a better position than a minute announcement. Twenty-second announcements are often scheduled adjacent to the popular network programs which have large audiences. In radio, on the other hand, you find a greater proportion of stations with a 20-second announcement rate different from the minute rate.

Ten-second announcements, known as station identifications or I.D.'s, will usually run about 50% of the minute rate in both television and radio.

# The switch

Some of the  
 Nation's leading  
 advertisers who  
 have made their  
 buy on WLW-I!

Angel Flake  
 Ayds  
 B C Remedy  
 Butterfield Potatoes  
 Colonial Stores  
 Dream Whip  
 Fall City Beer  
 Fisher Cheese  
 Folger's Coffee  
 Instant Fel's Naptha  
 Instant Maxwell House C  
 Jello  
 Kahn's Wieners  
 Kools



STER

is on . . .

ie Stores  
ance  
Pineapple  
hester Hosiery  
boro  
Factor  
Maid Margarine  
efe & Merritt Ranges  
erson Sargent Paints  
omar  
p Morris  
ip's Milk of Magnesia  
Cereals  
le Bread

Puffin Biscuits  
Saraka  
Serta Mattress  
Sheer Magic  
Slenderama  
Stokely-Van Camp  
Swans Down Cake Mix  
Tetley Tea  
Vel  
Vermont Maid Syrup  
Viceroy  
Wiedemann Beer  
Wilson Milk  
Wonder Bread

**Stand By!** WLW-I . . . live-wire new member of the famous Crosley Group is ready to throw the switch and go on the air in Indianapolis! And, already, many products have signed up on WLW-I for the good reason:

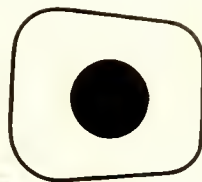
**WLW-I Top Programs** — Full ABC Network affiliation with the finest programs. PLUS Crosley originating program like the one-and-only Puth Lyons 50-50 Club and the famous "Midwestern Hayride," both televised in COLOP!

**WLW-I Top Audience** — Top programs mean top audience. So WLW-I will be packing in a full house of TV audience to really bring home the business for sponsors — like the other Crosley Stations.

**WLW-I Top Promotion** — Crosley's exclusive promotion department is turning on the current all over to cover the trade fronts with mighty unmatched merchandising — tying in products, programs, personalities.

So it's no wonder a long list of sponsors has already signed up on WLW-I in Indianapolis. Get your products on WLW-I . . . NOW! For your best buy . . . best buy WLW-I!

newest member  
of the famous  
Crosley Group



**WLW-I**

*indianapolis*

MAXIMUM POWER / MAXIMUM TOWER

*channel 13*

**Full ABC Network Affiliation**

**Sales Offices:** New York, Cincinnati, Chicago

**Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco • Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

Crosley Broadcasting Corporation, a division of **Arco**



**3. Frequency and volume discounts:** The vast majority of newspapers have flat rates, but in radio and television the granting of discounts, usually based on frequency, is the normal practice.

Frequency refers to the total number of units run during a contract year. There are wide variations from station to station in the number of discounts and in the size of the discounts. Here's a typical formula:

FREQUENCY	DISCOUNT
26 times	5%
52 times	10%

104 times	15%
156 times	20%
260 times	25%

But even on a single station, variations will occur in the discount structure. There are often different discounts for program units and for announcements, also from one time bracket to another.

A few stations quote discounts on the basis of "times-per-week" together with number of weeks; or on total dollar volume spent over a specified period such as a week, month, or year.

**4. Package plans:** "Package plans" are discounts which are based on a minimum number of announcements per week. A 5-Plan, for example, means five announcements per week; 10-Plan, 10 announcements per week. Package Plans are most often confined to announcements scheduled within certain times of day or programs.

The Package Plan rate may be expressed on a rate card either as a percent discount or in dollars.

When expressed as a percent, it is important to determine whether the discount is taken from the base rate (the one-time rate); or from the earned rate (the rate based on earned frequency).

**5. Special features:** Frequently there will be programs that have special rates. These are covered by rate cards in a "special features" section.

**6. Fine print:** In every rate card there is a variety of clauses that might be called "fine print," but which merit careful attention. These clauses cover such points as rate protection, combinability for discount purposes, continuing rate, etc.

► **Rate protection.** Whenever a station increases its rates, it is industry practice to give "rate protection" to advertisers who are running on the station at the time of the increase. In radio, 12 months' rate protection had been the rule but there is a trend to reduce this to six months. In tv, six months is the accepted period. This means that if a tv station increases its rates, advertisers on the station, as of the date of revision, will not be affected by the rate change for six months. A decrease in rate would take effect immediately.

► **Combinability.** One of the problems covered in the "fine print" involves station policy regarding the combinability of different types of units for discount purposes.

In almost every case, program units are *not* combinable with announcements for frequency discounts. Minute and 20-second's are usually combinable.

Occasionally, however, a station may stipulate that announcements in a low-rate classification may not be counted to help earn frequency discounts on announcements in a high-rate classification; although counting high-rate announcements for frequency discounts on low-rate announcements might be permissible.

# KSON

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**SAN DIEGO'S NO.**
**RADIO STATION**

## PULSE

"Out of Home" & "In Home"

Represented nationally by FORJOE & CO.



# HOW DO YOU GET ATTENTION FOR YOURSELF?

*This* method might work — at least temporarily. But if yours is a quality television station, proud of a distinguished local record . . . if it has developed an individuality respected in your market — this isn't recommended.

Establishing a clearcut identity for yourself in advertisers' minds is becoming increasingly harder. (Since 1952, the nation's total of TV stations has increased from 108 to almost 500.) Interpreting your local stature, selling your local identity against such competition — demands *specialized* representation.

Representation burdened with over-long station lists, forced to use mass-produced methods, simply can't do the *best* job. That's why Harrington, Righter and Parsons concentrates full manpower and skill on a *limited* number of quality stations . . . restricts itself to television *only* . . . and tailor-makes a plan of *specialized* representation for each. Delivering the most to a few brings outstanding rewards. The stations listed here *know* (and are *known*).



**HARRINGTON,  
RIGHTER  
& PARSONS, Inc.**

NEW YORK • CHICAGO  
SAN FRANCISCO • ATLANTA • BOSTON

*television — the only medium we serve*

**WCDA-B-C** Albany **WABT** Birmingham **WBEN-TV** Buffalo  
**WJRT** Flint **WFMY-TV** Greensboro/Winston-Salem  
**WTPA** Harrisburg **WTIC-TV** Hartford **WDAF-TV** Kansas City  
**WHAS-TV** Louisville **WTMJ-TV** Milwaukee **WMTW** Mt. Washington  
**WRVA-TV** Richmond **WSYR-TV** Syracuse



# S A T I S F A C T I O N

Sponsor's 29 June article "Timebuyers Rate the Reps" gave us a good deal of satisfaction.

Sometime ago a leading public opinion research organization made a strikingly similar survey for us. We conducted it to see how we could improve and expand our services. It covered the field...comprehensively.

The results of our survey put us in the top five of the more than fifty national representatives. We believe the results of Sponsor's and our survey were...strikingly similar.

There is deep satisfaction in knowing we are providing better service. And it makes us want to work that much harder to maintain and improve this record.

**A V E R Y - K N O D E L**  
I N C O R P O R A T E D



SECTION

# 9 TIMEBUYERS OF THE U.S.

A state-by-state listing of agencies active in spot buying, principally on a national and a regional basis, including: address and phone; names of timebuyers; names of accounts. In many cases accounts are grouped with buyer in charge.



# HOW TIMEBUYERS OF THE U. S. WAS COMPILED

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The list of timebuyers and their accounts which starts at right is probably the most extensive such list yet published. The list has two sources: Primarily it is adapted from (1) the summer 1957 edition of Time Buyers Register, published by Executives' Radio-TV Service of Larchmont, N. Y. In addition the list contains (2) names which were reported directly to SPONSOR.

Time Buyers Register, which furnished its list to SPONSOR with permission for use here, is published three times a year and sells for \$15 a copy. It has been issued for six years and is based on a nationwide survey of agencies.

James Boerst, president of Executives' Radio-TV Service, states that he uses as a basis for his survey all agencies listed in the Standard Advertising Register Agency List. Thus every agency so listed has had an opportunity for inclusion here. In addition, Mr. Boerst has supplemented his mailing list from time to time with names of agencies who wrote and asked to be included.

SPONSOR in past years had compiled its own list of U. S. timebuyers. This spring in preparing for this edition's publication, SPONSOR surveyed its own list, asking for updated information. Returns of agencies who replied by the deadline necessary were used as a check and supplement to the list furnished by Time Buyers Register.

The Time Buyers Register list was modified by SPONSOR as follows: First, client lists at many agencies were shortened for space-saving purposes and in order to throw the emphasis on national and regional accounts. Accounts which appeared to be strictly local in their distribution or the services they render were most frequently eliminated. Obviously it is not possible in all cases to tell the nature of an account's operation from its name. But in many cases the Register included a descriptive note which aided in selection. An asterisk (\*) after the agency name is used to indicate that the agency's client list has been shortened.

A dagger (†) indicates this agency reported directly to SPONSOR.

The listing is alphabetically by states with cities appearing alphabetically within the states. Names of agencies are listed alphabetically within the cities.

Each agency's listing includes the agency name, address and phone number. Then in bold face appear the names of media executives (if they were reported to Register) and timebuyers.

Accounts are then listed, followed by the name of the buyer assigned to that account. In cases where agencies prefer not to report which buyer handles which account (because it's a team operation or there are frequent rotations) buyers and accounts are listed separately.

In describing accounts listed James Boerst states: "All of the agencies listed . . . are represented to be active in the buying of radio and/or tv time, but there are some listings in which no accounts appear. In most cases this indicates that the agency's radio-tv accounts are inactive and had not resumed activity in time for the deadline for this issue. In a few scattered instances the agency has stated that policy forbids the listing of accounts, but these are definitely exceptions to the rule."

SPONSOR in most instances has eliminated listing of agencies which mentioned no accounts. Agencies so omitted which have since returned to active use of national or regional spot tv or radio, should so report to SPONSOR at 40 E. 49th St., New York 17, N. Y. SPONSOR plans to reprint the list in a convenient booklet and will be glad to expand its list to cover agencies which have not previously reported or which have recently become active on the air.

The list starting at right will be continued in regular issues of SPONSOR during August and an addendum, if required, will be published with the final installment.

The next edition of Time Buyers Register will be published in September.



## ALABAMA

### BIRMINGHAM

#### ROBERT LUCKIE & CO.\*

11 Office Park, P. O. Box 2251, Birmingham 3, Ala. Tremont 1-7335

#### Bette Wilson, John Forney, Robert Luckie

Alabama Flour Mills (Mothers Best Flour & Corn Meal), **Forney, Wilson**; Bama Co. (jams, jellies, preserves), **Forney**; H. F. Byrd, Inc. (apples, apple sauce), **Wilson**; Dixie Coffee Co., **Forney**; Drennen Motor Co. (Gen. Motors agy.), **Forney, Luckie, Wilson**; Gold Seal Products (dog food), White Dairy Co. (milk, cottage cheese), **Forney, Wilson**; R. L. Zeigler, Inc. (meat products), **Luckie, Wilson**

#### PARKER & ASSOC.\*

205 Comer Bldg., Birmingham, Ala. 51-8567, 51-8568; (branch office) 311 Moore Bldg., Montgomery, Ala. Amherst 1-0724

#### Wayne Parker, Howard Sadler, Frank J. Sego, Clifford Giles, John C. Hughes

Ala. Farm Bureau Insurance Co., **Sego**; Memite Co. of Ala. (lubricants), **Sego**; Azar Boats, **Giles**; Buffalo Rock Pepsi Cola Bottling, **Sadler**; Colonial Bakeries, **Hughes**; J. F. Day (Flexaluma blinds, awnings), **Sadler**; Fred Goad Motors, **Sego**; Royal Cup (coffee, tea, spices), **Parker**; W. L. Smith Poultry ("Smith's Pride" frozen turkeys, chickens), **Parker**; R. L. Zeigler, Inc. (meat products), **Parker**

### MOBILE

#### HOWARD BARNEY ADV.\*

306 St. Francis St., Mobile, Ala. Hemlock 3-6563

#### Howard Borney, Autry Greer, Adele Hull, Lomar McLead

China Doll (rice & beans), **Hull**; Delehamps (grocery chain), **Hull**; Fairhope Creamery, **Greer**; Mobile Gas Service Corp., **Barney**; Quality Southern Pine Assoc., **McLead**; Smith's Bakery, **Hull**

## ARIZONA

### PHOENIX

#### CHARLES H. GARLAND & ASSOC.\*

1309 North Central Ave., Phoenix, Ariz. Alpine 8-6928

#### Charles H. Garland, pres.; Robert C. Garland, v.p.-radio-tv; Avis P. Garland, secretary-treasurer; Fran Bria, Al B. Pote, Paul Reeves

Alvarado Television, Inc., **Garland**; American Linen Supply, **Pote**; Bill Burns Buick Co., **Garland**; Butane Corp., **Pote**; Crigler Mfg. Co. (Decoresque shutters), **Bria**; G & S Manufacturing Co. (car coolers), **Pote**; General Tire Co. of Phoenix (distrib.), **Gorland**; Hydraulic Brake Supply Co., **Pote**; Ironrite Phoenix Co. (automatic iron-

ers), **Bria**; Madison Motors (Ford), **Bria**; Pomeroy Serta Products Co. (mattresses), **Bria**; Strange-Lanoloil, Inc. (cosmetics), **Bria**; Zeb Pearce & Sons (Cools beer), **Reeves**

### TUCSON

#### CABAT-GILL ADVERTISING AGENCY

194 N. Church St., Tucson, Ariz. Main 2-6262, Main 3-6101

#### Ernest Cabat

Monte Mansfield Motors (Ford), Pioneer Paint & Varnish Co.

#### SCOTT HENDERSON AGENCY\*

Santa Rita Hotel, Tucson, Ariz. Main 3-5425

#### Jean Henderer, Scott Henderson, Bill Pegler

Auto Plane Electric Co., Buxton-Smith (beer distrib.), Capin's Department Store, Gold Arrow Stamps (trading stamps), Greyhound Parks of Ariz., Nuway Cleaners, Sun Wranglers (alumn. awnings)

#### S. J. KOSSACK & ASSOC.\*

248 West Elm, Tucson, Ariz. Main 3-1734

#### Mary Ann Abosketes

Beandry Motor (Chrysler, Plymouth), Borden Co., Lucky Wishbone (food), Roman Metal Products (sliding glass doors), Sol Lite (Venetian blinds & awnings), Wallis Cleaners (dry cleaners)

## ARKANSAS

### LITTLE ROCK

#### S. M. BROOKS AGENCY\*

4th Fl., Union National Bank Bldg., Little Rock, Ark. Fr. 2-1874

Arkansas Foundry Co., Arkansas Power & Light Co., Black & White Food Stores, Critz Chevrolet, Colonial Baking, Munsey Oven Toaster, Sterling Stores (department stores), Stebbins & Roberts (paint mfg.)

#### THOMAS C. HOCKERSMITH & ASSOC.\*

1012 Pyramid Bldg., Little Rock, Ark. Franklin 5-7289

#### Thomas C. Hockersmith, R. P. Nestlebusch

Ark. Frozen Foods, So. Equitable Life Ins., Western Meats (wholesale meat prod.)

## CALIFORNIA

### BEVERLY HILLS

#### BOZELL & JACOBS

340 N. Rodeo Drive, Beverly Hills, Calif. Bradshaw 2-2081

#### David R. Brown

#### C. B. JUNEAU\*

8117 Wilshire Blvd., Beverly Hills, Calif. Olive 3-1770

#### Anona D. Hansen

Bryan Oldsmobile, Wilkins Pontiac

### CHICO

#### DAVIS & BLACKWELL

3607 West Magnolia Blvd., Burbank, Calif. Victoria 9-2964

#### Walter Davis, pres.; Frank Blackwell, v.p.

### FRESNO

#### RUSSELL W. LAKE AGENCY\*

1260 W. Street, Suite 207, Fresno 21, Calif. Amherst 8-7039

#### Cecil Lake, Russell W. Lake

Fiese & Firstenberger (pumps, farm implements), Fresno Moarom Mfg. Co.

#### GERALD F. THOMAS ADVERTISING\*

112 Patterson Bldg., Fresno, Calif. 1-5074

#### George L. Thomas, Alberta Duvall

Alta Vineyards (CAC Wines), Borden's Dairy Delivery Co., Cella Vineyards (Betsy Ross Grape Juice; Cella, Parma Wines), San Joaquin Baking, Sunland Industries (sulphur, seeds, fertilizers, insecticides)

### GLENDALE

#### TOM WESTWOOD AGENCY\*

105 E. Lexington, Glendale, Calif. Chapman 5-5051

#### Tom Westwood, pres.; Norman M. Blaney

Bible Treasury Hour, Lutheran Hour (So. Calif.), Voice of China and Asia

### HOLLYWOOD

#### BROOKS AGENCY\*

1610 Argyle Ave., Hollywood 28, Calif. Hollywood 4-1158

#### Jeon G. Shoy, medio dir. and timebuyer

Bekins Van & Storage, Port of Los Angeles, Western Holly Appliance Co.

#### GRANT ADVERTISING

1680 N. Vine, Hollywood 28, Calif. Hollywood 1-9231

#### Lois Green

Auto-Lite, Coppertone, Dr. Pepper (soft drinks), Dodge Dealers of Los Angeles, Dodge National (S. Calif. region), G. M. Giannini & Co., J. A. Hogle & Co., Marquardt Aircraft Co.

#### KENYON & ECKHARDT\*

6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 3-2101

#### James W. Staples, medio dir.; Karen La Porte

Glass Container Manufacturers Institute, Pepsi Cola Bottling Co. (Los Angeles, Santa



Ana, Tulare), Lincoln-Mercury Dealer Assoc., Quaker State Oil Refining Corp. of California, Shell Oil Co., **Staples**; RCA Victor Distributing Corp. (Southern Calif.), **La Porte**

**RAYMOND R. MORGAN CO.**

6233 Hollywood Blvd., Hollywood 28, Calif. Hollywood 3-4194

**Terri Brady**

J. A. Folger & Co. (coffee), Nchi Beverages of L. A., Paul Klein Industries, Inc. (42 Oil Shampoo, Lemonized Creme Shampoo, Hair Oil Tonic, 42 Hair Spray), Planters Nut & Chocolate Co.

**ROSS ROY, INC. OF CALIFORNIA**

1680 N. Vine St., Hollywood 28, Calif. Hollywood 9-6263

**Jos. G. Mohl**

Aseptic Thermo Indicator Co., Bugs Bunny Frozen Juices, Dad's Root Beer Bottling Co. (L.A.), Dodge Div., Chrysler (trucks), Exide Batteries (L.A.), The Honey Co., Prepared Products, Willard Storage Battery Co. (L.A.)

**STODEL ADVERTISING CO.**

5611 Melrose Ave., Hollywood 38, Calif. Hollywood 9-7163

**Edward C. Stodel, Clifford Levine, Ralph Pollack, Charlotte Stodel**

Columbia, Long Beach (dept. store), Barnett Buick, Crown Finance Corp., DeWalt Power Shop (power tools), Eastern Columbia Dept. Store, Eclipse Sleep Prods. (mattresses), Knapp-Monarch Co., West Coast (electrical appliances), United Artists Pictures, S. Cal.

**WADE ADVERTISING AGENCY\***

6381 Hollywood Blvd., Hollywood 28, Calif. Hollywood 4-7457

**Snowden M. Hunt, Jr., v.p.; Edgar C. Pierce, radio-tv dir.**

Aireloom Bedding Co. (Hollandaire, Vitagenic & Rip Van Winkle Mattresses), Calusa Chemical Co. (Diasof, Woolyn, dye products), L. A. Smoking & Curing Co. (smoked fish), Joe D. Maggio, Inc. (fresh carrots), Miles Calif. Co. (Alka-Seltzer, One-A-Day Brand Vitamins, Tabcin, Bactine), National Van Lines, Inc., Paper Products Co. (shelf paper, napkins), Sebastopol Apple Growers Union (Appleland brands), See's (candy shops), Tappan Stove Co.

**LOS ANGELES**

**R. H. ALBER CO.**

439 N. Larchmont Blvd., Los Angeles 4, Calif. Hollywood 9-8273

**Pauline Hagen, v.p.; Fred L. Allen, a.e.**

Christian Science Comm. on Publications for Southern Calif., **Allen**; Christian Science

Radio Comm. of Los Angeles County (lectures), **Allen**; Gospel Broadcasting Assoc. (Evangelical talks and publications), **Hagen**; Unity School of Christianity (radio talks and publications), **Hagen**

**BANNING CO.**

3142 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-3456

**Marilyn J. Page**

Minthorne Music Co. (Telefunken radios), Phelps-Terkel (retail apparel), RCA Distributing Co. (Hoover Steam Irons)

**BARNES CHASE CO.\***

3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 4-1193

**Ashby Starr, v.p. & mgr.; George McPhail, marketing mgr.; Charles Smullen, prodn. mgr.; Bianca Magoffin, acct. exec.; Patti Higgins, publ. dir.; Marion Vilmure, media dir.**

Charm of Hollywood, Counsellors National, Inc., Interstate Engineering Co., Lov-e' Brassiere Co., Martin Manufacturing Co., Frank B. Miller Mfg. Co., Inc., Rohr Aircraft Corp. (recruitment)

**BBDO**

6363 Wilshire Blvd., Los Angeles 48, Calif. Webster 1-1234

**Jack Newell, media dir.; Murray Donnelly**

American Broadcasting Co. (L.A.), **Newell**; North American Aviation (employment), **Donnelly**; Rexall, **Newell**; Treesweet Prods. (orange juice), **Donnelly**; Vitamin Corp. of America (Rybutol, Intracel), **Newell**; Western Airlines, **Newell**

**BECKMAN, HAMILTON & ASSOC.**

365 S. Fairfax Ave., Los Angeles 36, Calif. Olive 3-0910

**Alan Harvey, Milton J. Beckman, Harry Walstrum**

Alpha Chemical Co. (Fix-So), **Beckman**; Atlantic Fur Co., **Harvey**; Big Four G. M. Dealers, **Walstrum**; Calif. Commissaries (coffee service), **Harvey**; Hub Furniture Stores (appliances), **Beckman**; Orange Julius Sales Co. (Orange Julius Drink), **Beckman**; Reliable Mortgage Co., **Harvey, Beckman**

**BERGHOFF ASSOC.\***

511 N. LaCienega Blvd., Suite 201, Los Angeles 48, Calif. Olympia 2-2850, Olean-der 5-7536

**Jerry Berghoff, pres., timebuyer; Jeanne Shaeffer, media dir.; Annette Michaels, ass't. timebuyer**

Alladin Plastics (housewares), Annette of Hollywood (maternity bras), Beverly Mfg.

Co. (plastics), Bra-NV Brands (brassieres), Kernels Cigar Co., Klasco Products Co. (deodorants), Stanley Chevrolet

**THE BOGERTS, INC.\***

842 Seward St., Los Angeles 38, Calif. Hollywood 3-6871

**E. V. Bogert, Zepha Bogert**

Cal-Dak Co. (housewares), **Z. Bogert**; Calif. Consumers Corp. (Prime Froz-n fruits, vegetables), **E. V. Bogert**; Derm Medical (ethical drugs), **Z. Bogert**; Flexnit Co. (girdles), **Z. Bogert**; Grace Corset Co., **Z. Bogert**; Miller's Money Co., **E. V. Bogert**.

**CALKINS & HOLDEN**

712 South Curson, Los Angeles 36, Calif. Webster 6-5145

**William A. Chalmers, v.p., mgr.**

Litton Industries, Inc. (electronics), The Rand Corp. (research and development)

**THE CAPLES CO.**

301 S. Kingsley Drive., Los Angeles 5, Calif. Dunkirk 7-4255

**Nina Dallair**

Aeronaves de Mexico, Aim Products Corp., Congress of Motor Hotels (motel assoc.), Queen Shops, Rupert Brand Fish Co., Union Pacific RR

**MILTON CARLSON CO.\***

3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-9464

**Ruth E. Johnson**

Art Frost, Circus Foods, Inc., Desmond's, Inter-Am Div., S.D.A. (religious, Spanish), The Laymen's Hour, Sleep-Eze Co., Inc., Southern Calif. Plastic Co., Superior Optical Co., The Voice of Prophecy, Inc. (religious)

**COMPTON ADVERTISING**

8733 Sunset Blvd., Los Angeles 46, Calif. Olympia 2-7180

**Myra Milgrom, media dir. H'wood office**

**CONSOLIDATED ADVERTISING DIRECTORS\***

8762 Holloway Drive, Los Angeles 46, Calif. Olympia 2-2331

**Bentley Morriss, Mitchell Neal**

National Pharm. Co. (drugs), **Neal**; Sawyer Schools of Business (speedwriting shorthand instruction), **Morriss**

**DOYLE DANE BERNBACH**

606 Hobart Blvd., Los Angeles 5, Calif. Dunkirk 8-2233

**Jerome Howard, Claire Koren**

Cole of California (women's swim suits), Max Factor & Co. (cosmetics), E & J Gallo



Winery, Lear, Inc. (airplane parts), Mission Appliance Corp. (water heaters), Ohrbach's (department store), Polaroid Corp. (cameras), Revell, Inc. (toy & hobby kit mfg.), Say-On Drug Stores, Wilshire Oil Co. (gas, oil)

#### THE EDWARDS AGENCY

Edwards Bldg., 915 N. LaCienega Blvd.,  
Los Angeles 46, Calif. Oleander 5-7850

**Edward L. Kablitz**

City National Bank, Lee Hotels of California, Mirror Bright Polish Co. (auto glaze), Sanitary Mattress Co.

#### ERWIN, WASEY & CO.\*

5045 Wilshire Blvd., Los Angeles 36, Calif.  
Webster 1-1211

**Charles J. Helfrich, radio-tv media dir.;**  
**Muriel Bullis, ass't. radio-tv media dir.;**  
**Roland Gallman, June Kirkpatrick, time-**  
**buyers**

Albers Milling Co. (Friskies, Carnation Corn Flakes, Albers Oats, Albers Flapjack Mix, Albers Feed), **Gallman**; Arizona Brewing Co. (A-1 Pilsner Beer), **Kirkpatrick**; Consolidated Cigar Corp. (Dutch Master Cigars, Western states only), **Kirkpatrick**; Carnation Co. (evap. milk, Topic), **Gallman**; Carnation Co. (Simple Simon Frozen Foods), **Kirkpatrick**; Carnation Co. (fresh milk, ice cream, malted milk), **Kirkpatrick**; Instant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate), **Kirkpatrick**; Norbest Canning Co. (Spirit of Norway Sardines), **Kirkpatrick**; L. Rose & Co. (Rose's Lime Juice), **Kirkpatrick**; Van Camp Sea Food Co. (Chicken of The Sea Tuna, White Star Tuna), **Kirkpatrick**; White King Soap Co. (White King Detergent, White King Soap, 11 Western states only), **Bullis**

#### FOOTE, CONE & BELDING\*

900 Wilshire Blvd., Los Angeles 17, Calif.  
Madison 9-3611

**Gene Duckwall, v.p.-dir. of media;** **Lydia R. Reeve, chief timebuyer;** **Helen Maare, ass't. timebuyer**

Breast-O'-Chicken Tuna, Inc., Bullock's Downtown (dept. store), Calavo Growers, Inc. (avocados), Lockheed Aircraft Corp. (institutional), Pacific Mutual Life Insurance Co., Purex Corp., Ltd. (bleaches, detergents), Rheingold Brewing Co. (beer), Stauffer System (Redneck Salons), Sunkist Growers (shelf, frozen & fresh)

#### HEINTZ & CO.\*

611 Wilshire Blvd., Los Angeles 17, Calif.  
Madison 9-3181; 240 Stockton St., San Francisco, Garfield 1-0177

**Diana M. Wear, media dir.**

Flotill Products, Girard's (salad dressing), Hancock Oil Co., Knudsen Creamery Co.,

Luzianne Collee, Oriental Foods, Inc. (Jap. & Wine Chinese Foods)

#### HIXSON & JORGENSEN\*

3257 Wilshire Blvd., Los Angeles 5, Calif.  
Dunkirk 8-3121

**Harriet M. Weigand**

Alpha Beta Markets, Inc. (chain), Arrowhead and Puritas Waters, Beante Vines Corp. (Nutri-Tonic hair preparations), Carrier Corp., Day & Night Div. (water, space and forced air heating, air conditioning), Payne Furnace Div. (forced air heating, air conditioning), Challenge Cream & Butter Assn., Cinch Products (cake mixes), Fino Foods Processing Co. (coffee blender), Kiernuff & Co. (Motorola & Webcor distr.), Mac's Super Gloss Co. (auto polishes), O'Keefe & Merritt (gas ranges, washer-dryer), Real Gold Co. (citrus concentrates, wine vinegar), Richfield Oil Corp., Rehrig Manufacturing Co. (White House all-purpose dress and French dressing), Rol-Rite Pen Co., XLNT Spanish Food Co. (fresh tamales, enchiladas, Spanish foods)

#### HONIG-COOPER CO.

6399 Wilshire Blvd., Los Angeles 48, Calif.  
Webster 8-2431

For accounts see S. F. listing)

#### HOWARD M. IRWIN & ASSOC.

2806 West Seventh St., Los Angeles 5,  
Calif. Dunkirk 8-1219

**Howard M. Irwin**

United States Borax & Chemical Corp., Pacific Coast Borax Div. (Ureabor, Borasen & Polybor-Chlorate Weed Killers)

#### JOHNSON & LEWIS ADVERTISING

6399 Wilshire Blvd., Los Angeles 48, Calif.

**Jean Replagle, media buyer**

Nic-L-Silver Battery Co., Bob Baer Chevrolet

#### LEE & ASSOCS.

8237 Beverly Blvd., Los Angeles 48, Calif.  
Webster 3-9349

**Leo Pearlstein, Carolyn Larentzen, H. H. Roberts**

Calif. Turkey Advisory Board, **Pearlstein**; Rold Gold of California, **Pearlstein**; So. Calif. Poultry Co. (Poppy brand turkeys), **Larentzen**; Superior Honey Co., **Roberts**; Willardson Co. (Norbest turkeys), **Pearlstein**

#### LITTLE AND CO.

3719 Wilshire Blvd., Los Angeles 5, Calif.  
Dunkirk 9-1267

**Gayb Little**

Adohr Milk Farms, Olson Brothers Inc. (eggs)

#### THE MAYERS CO.\*

2301 W. Third St., Los Angeles 57, Calif.  
Dunkirk 8-2111

**Beth Braberg, media dir.**

Bandini Fertilizer Co., Hoffman Candy Co., Muller Bros., Sears, Roebuck (L.A. area)

#### CHARLES H. MAYNE CO.

8487-B Melrose Place, Los Angeles 46,  
Calif. Olive 3-0990

**Eugene P. Ramsay**

Mutual Citrus Products Co. (M.C.P. brand pectin, canned and frozen citrus juices, concentrates)

#### MC CANN-ERICKSON\*

3325 Wilshire Blvd., Los Angeles 5, Calif.  
Dunkirk 5-3301

**Mary Kay Cain, media dir.;** **Patti McDonald**

Adolph's Ltd. (meat tenderizer, salt substitute), Bell Brand Foods (potato chips, peanut butter, corn chips), Broadway Department Stores, Coca-Cola Bottling Co. of Los Angeles, Coca-Cola Bottling Co. of San Diego, and various regional bottlers, Gordon Bread Co., Lemon Products Advisory Board, So. Calif. & So. Counties Gas Co. (Utility), Technicolor Corp.

#### ARTHUR MEYERHOFF & CO.

8467 Beverly Blvd., Los Angeles 48, Calif.  
Olive 3-1633

**James J. Ward, Lyle E. Westcott, Hugh Mackenzie**

Lonis Milani Foods (salad dressings, mixes, misc. sauces), **Ward, Westcott**; Midwest Fruit Flavors (Sonny Boy fruit flavors, soft drinks), **Mackenzie**; Sonny Boy Chocolate Milk Fortifier

#### DAN B. MINER CO.\*

304 S. Kingsley Drive, Los Angeles 5,  
Calif. Dunkirk 8-3301

**Kay Ostrander, exec. timebuyer;** **Sylvia Schultz, timebuyer**

American Beauty Macaroni (macaroni products), **Schultz**; Blue Cross of Southern California, **Schultz**; Buick Dirs. Assn. (L.A. Metropolitan), **Schultz**; Bu-Tay Products, Ltd. (Rain Drops water conditioner, George wall and linoleum cleaner, Diaper Sweet), **Ostrander**; Freeman's Certi-Fresh Foods (frozen fish), **Schultz**; Green Spot (orange drink), **Schultz**; Hoffman Television Corp. (tv sets), **Ostrander**; Interstate Bakeries Corp. (Log Cabin, Roman Meal, Weber's Blue Seal Breads), **Ostrander**; Kerr Glass Mfg. Corp. (home canning equip.), **Ostrander**; Santa Fe Vintage Co. (wines), **Ostrander**; Thrifty Drug Stores, **Schultz**; Von's Markets (supermarkets), **Schultz**



**MOGGE-PRIVETT**

712 S. Curson Ave., Los Angeles 36, Calif.  
Webster 6-7213

**Jane Leider, media dir.**

American National Foods, Inc. (Blue Goose fresh produce), California Lima Bean Growers Assoc., Fradelis Frozen Food Corp. (Fradelis frozen dinners), Holly Sugar Corp., Jerseymaid Milk Prods. Co., Lindsay Ripe Olive Co., Seven-Up Bottling Co. of Los Angeles, Sturdy Dog Foods

**ELWOOD J. ROBINSON & CO.**

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Mutual 6293

**Robert C. Neuman**

Calif. Dried Fig Advisory Board, Dept. of Water & Power, Los Angeles, Loma Linda Food Co., Packard-Bell Co. (radio-tv sets), Utility Appliance Corp. (gas ranges, heater, air cooler equip.), Wilco Co. (household products)

**ROCHE-ECKHOFF & LEE\***

8721 Beverly Blvd., Los Angeles 48, Calif.  
Oleander 5-7670

Irving Eckhoff, Frank Roche, Bob Lee, Martin Barcon, Bill Garr

Bar M Meat Prods., Barcon; Calif. Shopper, Eckhoff

**RUTHRAUFF & RYAN**

3410 Wilshire Blvd., Los Angeles 5, Calif.  
Dunkirk 8-0571

**Betty J. Llewelyn, media dir.**

Pacific Finance Corp., The Frito Co.—Western Division, Llewelyn

**SMALLEY, LEVITT & SMITH**

643 S. Olive St., Los Angeles 14, Calif.  
Mutual 5336

**Helen Sullivan**

Los Angeles "Times", Lyon Van & Storage

**BARTON A. STEBBINS**

3142 Wilshire Blvd., Los Angeles 5, Calif.  
Dunkirk 8-8183

**A. W. Gudelman, Nat Jeffras**

Brewster's Food Supplement, Jeffras; Certified Grocers (coffee), Gudelman; Shontex (shampoo and hair conditioner), Jeffras; Signal Oil Co. (gasoline), Gudelman; Vogerall Prods. (pharmaceuticals), Jeffras

**STROMBERGER, LaVENE, McKENZIE**

600 S. LaFayette Park Pl., Los Angeles.  
Dunkirk 5-2211

George Anthony, media dir.; Marguerite Nash, Helene Sellery

General Petroleum, Nash; General Electric

Appliances, Plymouth Dealers of S. Calif., McCulloch Motors, Sellery

**J. WALTER THOMPSON CO.**

6505 Wilshire Blvd., Los Angeles 48, Calif.  
Olive 3-0300, Teletypes LA 142

George Weaver, media dir.; Ralph Starkweather, assoc. media dir.; Eileen Henriquez, Joy Mallicoat

Boyle-Midway (household & garden aids), Mallicoat; Douglas Aircraft Co., Starkweather; Ford Dealers Advertising Assoc. of Southern California, Henriquez; Ford Dealers Advertising Assoc., Salt Lake City, Henriquez; Schlitz Brewing Co., Mallicoat; Shell Oil Co. (gasoline, motor oil), Mallicoat

**MILTON WEINBERG AGENCY\***

6523 Wilshire Blvd., Los Angeles 48, Calif.  
Olive 3-2300

**Joel W. Stearns, Brbbie Carrillo**

Butler Bros. Dept. Stores, Capitol Milling, Comar's Shoe Stores, Graysons, May Co., Pep Boys, Progresso Food Prods., Star-Eye

**WEST-MARQUIS\***

1220 Wilshire Blvd., Los Angeles 17, Calif.  
Madison 9-2214

**Marie Maier**

E. F. Hutton & Co. (stockbrokers), Norris Thermador Corp. (Norrisware), Northrop Aircraft, Inc. (personnel), Thermador Elec. Mfg. (kitchen ranges)

**WESTERN ADVERTISING AGENCY**

4848 Wilshire Blvd., Los Angeles, Calif.  
Webster 8-2681

**Edward E. Keeler, Norine Freeman**

Librascope, Inc. (instruments), Ontra Cafeterias

**OAKLAND****AD FRIED ADVERTISING AGENCY**

160 Santa Clara Ave., Oakland 10, Calif.  
Olympia 4-3773

Ad Fried, radio & tv dir.; Mary Lynch, chief timebuyer; Kay Bachrach, Gerhard Jacobi, Eileen Erbe, timebuyers

**ASSOCIATED ADV. COUNSELLERS\***

610 - 16th St., Oakland 12, Calif. Templebar 6-2952

**J. Ward Wilkinson**

Ed Deemer Buick Co., Good Chevrolet (dealer), Holly Meat Packing Co., Montgomery Ward, Nordic Distrib. (Scandinavian food)

**REINHARDT ADVERTISING**

1736 Franklin St., Oakland 12, Calif.  
Templebar 2-2408

**Leo Bowman, Adeline Schow**

Cardinet Candy Co., Walter N. Boysen Co. (paint), Kilpatrick's Bakeries, Par-T-Pak Beverage Co., William's Bakery

**GEORGE E. S. THOMPSON, ADV.**

1006 Pierce Bldg., Oakland 12, Calif.  
Twinoaks 3-9193

**George E. S. Thompson**

Controlador Co. (garage door hardware), Dick's Home Furnishings (carpets, furn.)

**RIVERSIDE****JIM SMUTZ\***

3859 Main St., Riverside, Calif. Overland 4-3305

**Jim Smutz**

Huffman's Furniture, Warren-Anderson Co. (Ford dealer)

**SAN CARLOS****STURGES AND ASSOC.\***

1407 Industrial Road, San Carlos, Calif.  
Lytell 3-8071

**Helen Grace**

Rod McLellan Co.

**SAN DIEGO****THE ARMSTRONG CO.\***

548 Spreckels Bldg., San Diego 1, Calif.

T. G. Armstrong, G. E. Vinson, Don James, Ray Garcia

Peck Buick Co., Vinson; Radio Station KSDO, Vinson; San Diego Insurance Agents Association, James; Station KFSD, radio-tv, Vinson; U. S. Grant Check Exchange, Armstrong

**DAN LAWRENCE CO.\***

339 W. Broadway, San Diego 1, Calif.  
Belmont 3-1171

**Lucie S. Steed**

Cantor Bros. (self-service gas chain), Distributors, Inc. (Westinghouse), Emerson of So. Calif. (distrib.), Fuller Ford, Mary Monroe Stores (retail clothing), Mexican Village (Mexican food brokers), Morrison Supply (bldg. material distrib.)

**PATTEN-HOLLOWAY AGENCY\***

417 Bank of America Bldg., San Diego, Calif. Belmont 4-5106

William H. Patten, Jos. P. Holloway, Winkie Leifeste

American Cleaners (dry cleaning), Patten; Dr. Campbell, dental, Holloway; Haizlip Pharmacies, Patten; Marsi's Dress Shops, Leifeste; San Diego Fertilizer Co., Patten; San Diego Gas & Elec. Co., Holloway; Station KFMB-TV, Holloway; Streicher's Shoe Stores, Patten; Tyson Pontiac, Holloway; Verdee Products, Patten



**THE PHILLIPS-RAMSEY CO.\***

304 Ivy St., San Diego 1, Calif. Belmont  
4-6101

**R. L. Phillips**

Arthur Murray Studios of San Diego, City Chevrolet Co., Food Basket (super market chain), Golden Tulip Foods (potato chips), Imperial Jams & Jellies (food packer), Langley Corp. (fishing equipment), Mexicali Brewing Co., Ray-O-Lite Corp. of America (Fiberglas awnings), San Diego Milk Council, Walker-Scott Co. (dept. store)

**THE TOLLE CO.\***

3553 Kettner Blvd., San Diego 1, Calif.  
Cypress 8-7101

**Muriel Tolle**

E-Z Set Windows, Calum. casement windows), Klauber-Wangenheim Co. (Point Loma canned foods), Qualitee Dairy Products Assn., Wilbur-Ellis Co., San Diego Div. (fertilizers, insecticides, garden supplies)

**SAN FRANCISCO****BBDO\***

120 Montgomery St., San Francisco 4, Calif. Exbrook 7-1122

**Betty Share, chief timebuyer; Frances Lindh, Laurie McCagg, Pat Flynn**

Bank of America, **Flynn**; Burgermeister Brewing Corp., **Lindh**; Cling Peach Advisory Board, **Share**; Foremost Dairies, **Share**; M.J.B. Co. (coffee, tea & rice), **Share**; Northrup King & Co. (seeds), **Share**; Pacific Gas & Elec. Co., **Share**; Pacific Tel. & Tel., **McCagg**; Spreckels Sugar, **Lindh**; Standard Oil Co. of Calif., **Share**; Sunlite Bakeries, **Share**; U. S. Steel, Coal Chemical Sales Div., **Share**; U. S. Steel, Columbia-Geneva Div., **Flynn**.

**BOTSFORD, CONSTANTINE & GARDNER\***

615 Market St., San Francisco, Calif. Exbrook 2-7565

**Mary C. Ferriter, media mgr.**

Calif. Prune Advisory Board, Hawaiian Steamship Co. (travel), Japan Air Line Co., Lilli Ann Corp. (women's clothing), Lucky Stores (super markets), Pope & Talbot (steamship co.), Poultry Producers of Central Calif., Sego Milk Products (canned and dried milk), The Scott Co. (construction)

**BROOKE, SMITH, FRENCH & DORRANCE OF THE PACIFIC COAST\***

149 California St., San Francisco, Calif.  
Yukon 6-6836

**Doris E. Williams**

Boas Pontiac, Brighton Fish Co. (frozen sea food div. of Safeway Stores), Folgers Instant Coffee, W. P. Fuller Co. (glass div.),

Granuv Goose Foods (potato and corn chips, Krazy Korn), Guntard Chocolate Co., Tidy Chemical Co. (Ty-D-Bol)

**BUCHANAN & CO.**

155 Montgomery St., San Francisco, Calif.  
Yukon 6-2927

**Gertrude Maceller, media dir.****DON L. BURGESS AGENCY\***

156-29th St., San Francisco, Calif. Mission 8-2237

**Don L. Burgess**

Pamela Nylon Hosiery Co., United Jet Inst. (jet aircraft training school)

**CAMPBELL-EWALD CO.**

235 Montgomery, San Francisco 4, Calif.  
Exbrook 2-0115

**Bernice Rasenthal****L. C. COLE CO.\***

106 Sutter St., San Francisco, Calif. Exbrook 2-2565

**W. E. Haberman, K. D. Spann**

Hexol, Inc. (Hexol disinfectant) **Haberman**

**CONNER CO.**

1736 Stockton St., San Francisco 11, Calif.  
Garfield 1-3726

**Audrey Janisen**

Keating Mfg Co. (floating sinkers), The Kringfisher Co. (Trail-A-Bait)

**D'EVELYN-GUGGENHEIM\***

155 Montgomery St., San Francisco 4, Calif. Sutter 1-5564

**Norman F. D'Evelyn, Richard F. Guggenheim, Kenneth D. Shupe**

Baer With Weiler (toys), **D'Evelyn**; Dale Dance Studios, **Guggenheim**; Pacific Trading Co. (Kikko-Man Sance), Petrich Motor Co. (Chrysler-Plymouth Dlr.), **Guggenheim**; R. D. Schwalb Co. (Republic Steel Kitchens, Sentinel Television, Universal Appls.), **Guggenheim**

**ALBERT FRANK-GÜENTHER LAW\***

425 Bush Street, San Francisco 8, Calif.  
Yukon 6-1641

**R. E. Cruikshank, J. de Pauli, L. Kemper** Miss Saylor's Chocolates, Inc. **Kemper**; Wesix Electric Heater Co., **Cruikshank**

**JEAN SCOTT FRICKELTON**

1355 Market St., San Francisco 3, Calif.  
Klandike 2-0232 and 2-2311

**Jean Scott Frickelton, Charles Gadsby**

Gas Appliance Soc. of Calif., North Calif. Electrical Bureau, Stempel's Bakery Co.

**GARFIELD ADVERTISING**

26 O'Farrell St., San Francisco 8, Calif.  
Exbrook 2-3120

**Thurston G. McGuffick, media dir.**

B. I. Balcott Inc. (Vano Household Prods.), Crispie Potato Chip Co., Foremost Food & Chemical Co., El Dorado Div. (colds), Grove Laboratories, Inc. (No-Daz, Shit-Eve), Kay Jewelers, California, Langendorf United Bakeries, Holman Bread Div., Marlo Packing Corp. (processed foods), Orkla Potato Products (frozen patties), Pacific Vegetable Oil Corp., Pratt-Low Preserving Corp. (diet sweet foods), Rough Rider, Inc. (clothing), Smiths Women's stores)

**GUILD, BASCOM & BONFIGLI**

130 Kearny St., San Francisco 8, Calif.  
Yukon 2-6040

**Rod MacDonald, v.p., media dir.; Dick Tyler, media dir.; Peg Harris, media dir.; Janice Carrel, Marcelle Sanders**

Clougherty Packing Co. (Farmer John ham, bacon, sausage, wieners), **Harris**; Harry & David (Fruit of the Month Club), **Harris**; Mother's Cake & Cookie Co., **Harris**; Nucor Div. of Best Foods, Inc. (Nucor), **Sanders**; Ralston Purina Co. (Rice Chex, Wheat Chex, Instant Ralston, Ry-Krisp), **Harris**; Skippy Peanut Butter Div. of Best Foods (Skippy Peanut Butter), **Sanders**

**HARRINGTON-RICHARDS**

Div. of Fletcher D. Richards, Inc. 58  
Sutter St., San Francisco 4, Calif. Exbrook 2-6025

**Janet Lindsay**

Bank of California, Morris Plan of California (banking), Western Pacific Railroad

**HONIG-COOPER CO.**

1275 Columbus Ave., San Francisco 11, Calif. Ordway 2-4469

**John W. Davis, media dir.; Clarice McCreary, timebuyer; Anita Kennedy, Winifred Wagner, Jaan Kalla, assistants**

Avoset Co., C & H Sugar Refining Corp., Denalan Co., G & D Wine & Vermouth, Italian Swiss Colony, Langendorf Bakeries (Butternut Div.), Lejon Vermouth, Leslie Salt Co., Riviera Packing Co., S & W Fine Foods, Star-Kist Tuna, Wells-Fargo Bank

**JOHNSON & LEWIS ADV.\***

625 Market Street, San Francisco 5, Calif.  
Douglas 2-0050

**Marge Sollom, media buyer**

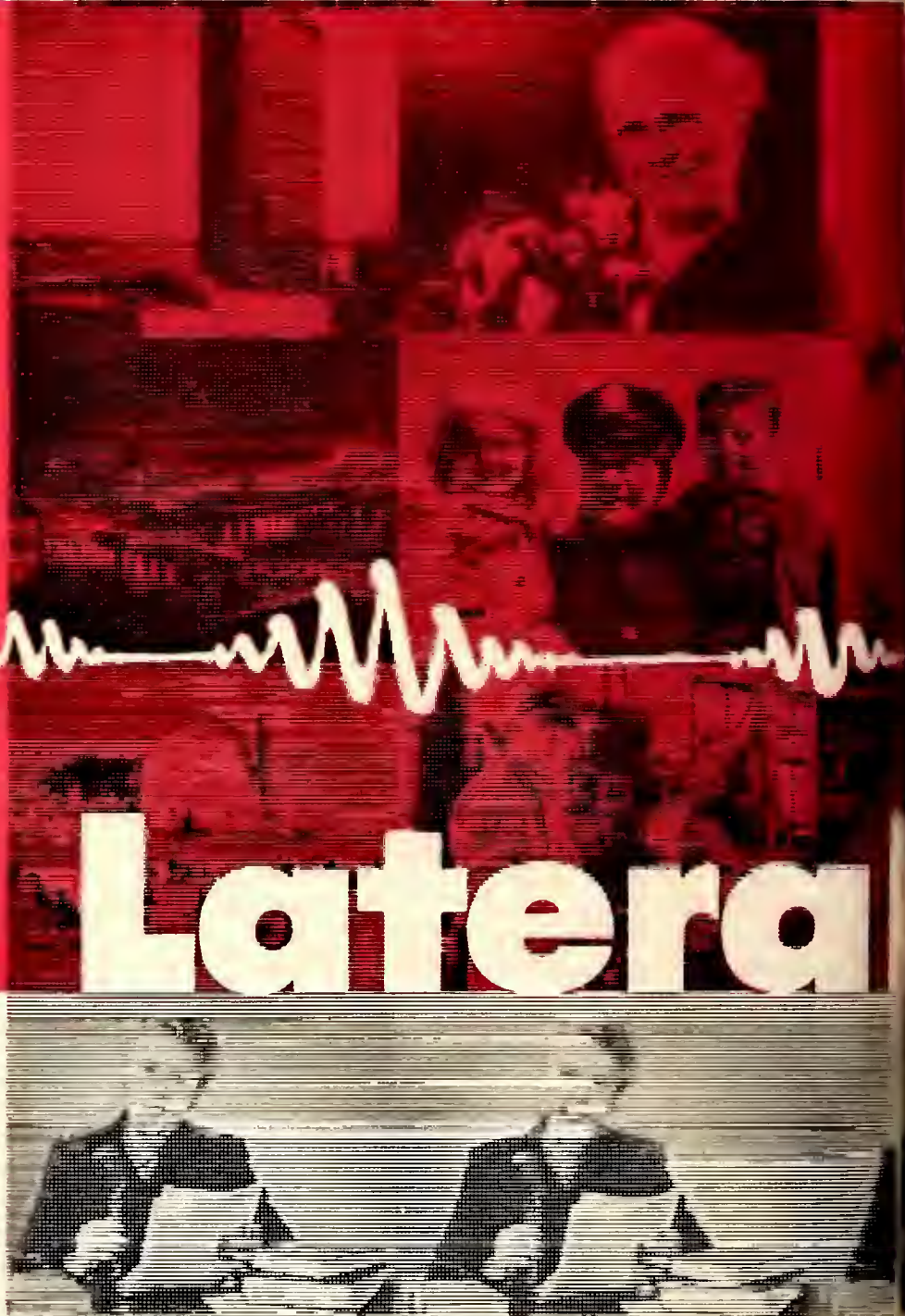
First California Co. (investment securities), The Langfield Co. (frozen foods), Donald Duck Orange Juice, River Valley Vegetables)



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**nighttime** radio  
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 BROADCASTING  
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 PITTSBURGH, KDKA  
 CLEVELAND, KYW  
 FORT WAYNE, WOWO  
 CHICAGO, WND  
 PORTLAND, KEX

**TELEVISION**  
 BOSTON, WBZ TV  
 PITTSBURGH, KDKA TV  
 CLEVELAND, KYW TV  
 SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales  
 KPIX represented by The Katz Agency, Inc.  
 All other WBC stations represented by  
 Peters, Griffin, Woodward, Inc.



**KENYON & ECKHARDT**

620 Market St., San Francisco, Calif. Exbrook 7-0900

**Ruth Power**

American President Lines, Ltd. (steamship & travel), Lincoln-Mercury Dealers (western region), Leo J. Meyberg Co. (RCA Distributor), Pepsi Cola Bottling Co. of Northern California

**KNOLLIN ADVERTISING AGENCY\***

391 Sutter St., San Francisco 8, Calif. Sutter 1-6110

(Address material directly to agency)

Manning's, Inc. (coffee, restaurants), Warm Air Heating Inst. of No. Calif.

**RAYMOND I. LANG\***

116 New Montgomery, San Francisco 5, Calif. Yukon 2-5028

**Raymond I. Lang, Beatrice Eymard**

Sierra Nevada Travel Agency

**McCANN-ERICKSON**

114 Sansome St., San Francisco 4, Calif. Douglas 2-5560

**Allen G. Jones, media dir.; Keith Lanning, Joe Narcissa, Frank Regalada**

Calif. Packing Corp. (Del Monte Foods), Calif. Spray Chemical (Ortho Prods.), Coca-Cola Bottling Co. of Calif., Diamond Walnut Growers, Inc., Lucky Lager Brewing Co., National Lead Co. (Pacific Coast Div.), S.O.S. Co. (Scouring Pads, Tuffy)

**RICHARD N. MELTZER ADVTG.**

785 Market St., San Francisco 3, Calif. Yukon 2-5877

**Mildred P. Wrenn, media dir.**

Franco-Italian Packing (Petuna Pet Food, Sea Boy Sardines), Gray Lines (tours, auto leasing), Larry Blake Food Prods. (salad dressing), Sealy Mattress, Trewax, Inc. (household wax)

**RUTHRAUFF & RYAN**

235 Montgomery St., San Francisco 4, Calif. Exbrook 2-4616

**Virginia Crawford, media dir.**

Dwight Edwards Co. (Canterbury tea), Fairfax Baking Co. (Skylark bread), Guthrie Biscuit Co. (Busy Baker Cookies, Busy Baker Crackers, Busy Baker Grahams), Lakeside Butter Co. (Lac-Mix Instant Dry Milk, Lac-Mix Choc Drink), Simon Mattress Co. (Serta), A. E. Staley Mfg. Co. No. Cal. (Sta-Flo starch)

**J. WALTER THOMPSON CO.**

320 California St., San Francisco 4, Calif. Garfield 1-3510

**Frederick B. Wilmar, media dir.; Frances Austin, chief timebuyer; Leslie Wallwork, timebuyer; Jean Griffith, assistant; Elenore Nelsan, assistant**

Calif. Raisin Advisory Board, Ford Dealers Adv. Assoc., Kraft Foods Co., Pan Am. World Airways, Safeway Stores, Shell Chemical Corp., Shell Oil Co.

**WANK & COURT & LEE\***

425 Bush St., San Francisco, Calif. Exbrook 2-6545

**Norma Lamberg**

Doherty Bros. (Ford cars), Dry Mix Prods. Co., Inc. (cements and adhesives for Do-It-Yourself Market)

**J. J. WEINER & ASSOC.**

149 California St., San Francisco, Calif. Yukon 2-2700

**Marilyn Jahnsan**

Belfast Beverages, Inc. (soft drinks), Belfast Frozen Foods (Whitney Frozenfood Co., Div. of Safeway Stores), Blitz-Weinhard Co. (beer), Cresta Blanca Wines

**LEE WENGER ADV.\***

1005 Market St., San Francisco 3, Calif. Underhill 1-3276

**Lee Wenger, Dick Levine**

Albrite Mfg. Co. (plywood), Calif. Motorists Insurance, Calif. Tire Co., Contour Chair Stores, Edwards Shoe Stores, Jacuzzi Whirlpool Bath, Luchetti Meats (frozen meats), Remen-perger Bros. (Buicks), Wyandotte Olives

**WYMAN ADVERTISING**

278 Post St., San Francisco, Calif., Douglas 2-2435

**Ruth J. Wyman**

Bud Anderson Ford (Ford Dirs.), Golden Gate College, Hermann Safe Co., Mutual Fund Associates, Sassy Cat Food

**YOUNG & RUBICAM**

120 Montgomery St., San Francisco 4, Calif. Exbrook 2-1838

**E. Patrick Healy, supervisor; Nancy Cummings, Eugene McCarthy, Robert Welty**

Borden's Dairy Delivery, Borden's Pacific Cheese, **Welty**; Calso Water Co. (Calso Water), **McCarthy**; W. P. Fuller & Co. (paints), **Welty**; Kaiser Alum. & Chem. Corp. (consumer prods., household foil), United Vintners (Petri Wine, Signature Wines), **McCarthy**

**SAN JOSE****BENET HANAU & ASSOC.**

1011 Park Ave., San Jose, Calif. Cypress 3-1513

**Benet Hanau, Gretchen Vandivert**

Drew Canning Co. (fruit, vgs.), Eggo Food Products, **Hanau**; Mission-Meadow Gold Creameries, **Vandivert**; Stephen's Meat Prods., **Vandivert**; The Old English Company, Inc. (dog & cat food), **Hanau**; Travel Advisors (travel agency), **Vandivert**

**TODD AND ASSOC.\***

84 S. First St., San Jose 13, Calif. Cypress 2-6745

**Frank M. Eicher**

Russ Meat Co. (meat packers, Rockin'R Brand)

**SOUTH PASADENA****ANNE D. MATTHEWS ADV.\***

1101 Columbia St., South Pasadena, Calif. Sycamore 9-6504

Destruxol Corp. (insecticides, etc.)

**STOCKTON****OLYMPIUS ADVERTISING\***

311 E. Main St., Stockton, Calif. Howard 4-7736

**S. K. Olympius**

Dr. Pepper Bottling Co., Franzia Bros. Winery, J. C. Penny Co. (retail ready to wear), Port of Stockton, Squirt Bottling Co.

**W. LOS ANGELES****NEALE ADVERTISING ASSOC.\***

8462 Sunset Blvd., W. Los Angeles, Calif. (46), Hollywood 1-9955

**C. A. Ray, timebuyer**

Food Machinery & Chem. Corp. (John Bean, Western Div.; Sprayers and Shur-Rane Portable Irrigation), D. E. Sanford Co. (Descoware utensils), Virtue Bros. Mfg. Co. (metal dining furniture)

## COLORADO

**DENVER****BOCCARD, DUNSHEE & JACOBSEN**

1339 Delaware St., Denver 4, Colo. Tabor 5-5339

**Emma L. Jordan, media dir.****THE BROWER CO. (Denver Branch)**

228 Commonwealth Bldg., Denver 2, Colo.

**Warren V. Huskie**

Gamble Skogmo, Inc., Jenkins Hardware Stores

**BYRUM ADVERTISING AGENCY**

924 Broadway, Denver 3, Colo. Tabor 5-7745

**R. H. Byrum**

O. M. Franklin Serum Co., International



Evangelistic Assn., Prayertime Broadcast, Radio Gospel Fellowship, Western Seed Co.

#### **TED LEVY, RICHARD LANE AND CO. AGENCY**

1537 Marion St., Denver 18 Colo.

Barbara Aiton, Richard Lane,  
Jerry Epstein

Bluhill Foods Inc. (dressings, sauces, cheeses, candy), **Aiton**; Ellis Canning Co. (chile, tamales, corned beef hash), **Aiton**; Sealy Mattress Co., **Aiton**

#### **PRESCOTT & PILZ\***

1765 Sherman St., Denver 3, Colo. Alpine 5-2869

Bill Prescott, Gene Pilz, Bill Whitworth

Bayly Mfg. Co. (work clothing), **Pilz**; F & I Food Products Co. (potato chips), **Prescott**; Luby Chevrolet Co., **Prescott**; Manco Chemical Co. (insecticides), **Pilz**; Morey Mercantile Co. (coffee, foods), **Prescott**; Pay Way Feed Mills, **Pilz**; Tivoli Brewing Co., **Prescott**; Toomey's Mills (flour), **Pilz**

#### **MARSHALL ROBERTSON AGENCY\***

1550 Speer Boulevard, Denver 3, Colo. Keystone 4-6268

Mory A. Robertson, Marshall G. Robertson, James Briggs, John Eby, Nancy McCoig, R. W. McWilliams, Margaret Pierson

Blue Cross-Blue Shield (Med. Ins.), **Eby & Briggs**; Cassidy Hicks (Wallpaper Co.), **Eby**; City Elite (cleaners, laundry), **Eby**; Clinton Aviation, **Robertson**; Colorado Seed Co. (landscaping suppl.), **Pierson**; Dale Dance Studios (dance instruction), **Eby**; Grayson's (apparel), **Robertson**; KLMN, **Eby**; KTVR, **Eby**; KWM Paint Co., **Robertson**; O'Fallon, Gene, & Sons, **Eby**; O'Meara Motor Company (Ford dealer), **Eby**; Pioneer Savings Stamps, **Robertson**

#### **MARK SCHREIBER ADV.**

506 Zook Bldg., 431 W. Colfax St., Denver 1, Colo. Alpine 5-2088

Mork Schreiber, Jeanne Ditmor, Jim Farquhar, Bob Hohn, Pete de Longchamps, Jr., Joe St. Denis, C. L. Tune

Better Vision Council, **Tune**; Buehler-Mayflower Transfer & Storage, **Hahn**; Capital Chevrolet, **Schreiber**; Clear-Vue Corp. (Glitter Art Div.), **Schreiber**; Colorado Nurseryman's Assn., **Longchamps**; Colorado Optometric Assn., **Farquhar**; Denver Chevrolet Dirs. Assn., **Schreiber**; Dual-Matic Products Corp., **Tune**; KOA-TV, **Schreiber**; Arthur Murray (Denver), **Longchamps**; Plymouth City (Plymouths), **Farquhar**; Plymouth Dealers Association, **Farquhar**

#### **HARRY E. SHUBART CO.\***

718 Colorado Bldg., Denver, Colo. Acoma 2-1616

Carolyn Shubart, Owen A. Roberts

L.I.R.N. Club of Colorado (home furn., Larimer Vocational School, Davis Bros. Inc.)

#### **WAYNE WELCH\***

800 W. Ninth Ave., Denver 1, Colo. Main 3-5368

Wayne A. Welch, John P. Morwin, A. J. McKenna

Empire Oldsmobile (Olds. cars), **Morwin**; Bill Reno (Ford cars), **McKenna**; Security Life & Accident Co. (ins.), **Welch**; Southwest Mattress Co. (spring air mattresses), **McKenna**; Tasty Foods (Kobey Potato Chips & Shoestring Potatoes), **Welch**

## **CONNECTICUT**

#### **HARTFORD**

##### **THE HAMMER CO.**

171 Church St., Hartford, Conn. Jackson 7-0183

M. H. Hammer, B. English, Irene Burton, George Ewing, Patricia Holl, H. Sherman

Comfi-Coil, Inc. (chassocks), **Sherman**; DuMont of Connecticut (tv sets), **Holl**; Ellenbee Products, **Hammer**; Mac Shoe Co., **Hall**; Pantasote Co. (plastics), **Hammer**; Shelton Tack Co., **Hammer**; United Plastics, **Hammer**

##### **THE RANDALL CO.\***

75 Pearl Street, Hartford, Conn. Jackson 7-1179

Florence F. Grady

Country Club Soda Co., Crown Petroleum Corp., Hartford Gas Co., Hartford Sugar Co., Hoffman Wall Paper Co., Sir Alfo Shoe Clinic, Stackpole, Moore & Tryon Co. (men's and women's outfitters & importers), State Line Potato Chip Co., Wachtel's Department Store

#### **NEW HAVEN**

##### **E. J. LUSH\***

207 Orange St., New Haven 10, Conn. Main 6-4257

E. J. Lush

B & S Co. (hardware), Conn. Coke Sales Div. (fuel), Dairy Queen of Conn., Shipmate, Inc. (boats)

#### **STAMFORD**

##### **MOORE & CO.**

1700 Summer St., Stamford, Conn. Fireside 8-5351, N. Y. C. Phone: Litch 5-1680

William E. Bolster

Tilo Roofing Co.

#### **WESTPORT**

##### **WOODWARD & BYRON**

70 West State St., Westport, Conn. Canal 7-9551

Mark B. Byron, v.p.; Thomas F. Cosgrove, v.p.

Atlantic Coast Fisheries (Nordic Frozen Foods, Fish Quicks), Buckner Warner (Hottest Accessories), Gamma Y Vega, Inc. (cigars), Ken Plastic (Playing Cards), Tracer Grain Co. (dog, cat, and wild bird food)

## **DIST. OF COLUMBIA**

##### **KAL, EHRLICH & MERRICK ADV.**

Evening Star Bldg., Washington 1, D. C. Executive 3-3700

Alvin Q. Ehrlich, exec. v.p., Nella C. Manes, timebuyer, David P. Thomas, radio-tv dir.

##### **HENRY J. KAUFMAN & ASSOC.**

1119 H Street, N. W., Washington 6, D. C. District 7-7400

Jeffrey A. Abel, radio timebuyer, Robert S. Maurer, tv timebuyer

American Bottlers of Carbonated Beverages (trade association), Giant Food Stores, The Hecht Co. (department store), United Automobile Workers (Trade Union), Downtown Park & Shop, Inc., First Federal Savings, Oil Heat Institute, Old Dominion Savings Bank

##### **J. GORDON MANCHESTER ADV.**

1726 Pennsylvania Ave., N.W., Washington, D. C. ME 8-0060

Richard T. Williams, radio-tv dir.

American Sta-Dri Co., Capitol Frito Co., National Fruit Product, G. E. Sauer Co., Safeway Stores (Washington Rich), Seven-Up (Washington)

##### **HARWOOD MARTIN AGENCY**

2519 Connecticut Ave., Washington, D. C. HD 2-1161

Harwood Martin, Mildred Martin, Laura Hammond, Jean Robertson, Mac Scanlan

Achison Chevrolet, **Martin**; American Yachsmen's Assoc., **Martin**; Barry Pat Chevrolet, **H. Martin**; Bair TV, **Robertson**; Cerrito Corp., **Hammond**; Clement's (caterer, pastry), **Robertson**; District Credit Union, **Hammond**; P. L. Ne Co. (furniture), **Hammond**; Wagoner & Lotrop (dept. store), **Hammond**

##### **PROMOTION SERVICE**

1521 K Street, N. W., Washington, D. C. RE 7-7765

R. E. Stivers

Wilson (the Operating Co., sightseeing cruises)



**RUTHRAUFF & RYAN, INC.**

840 National Press Bldg., Washington 4,  
D. C. Executive 3-6730

Harold W. Schanagel

**FLORIDA****BOYNTON BEACH****GASKILL-OERTEL ADVERTISING**

Box 206, Boynton Beach, Fla. 9133

Balpine, Inc. (bath oil concentrate), Pro-  
texall Chemicals, Inc. (Screen-Pruf)

**CORAL GABLES****GOTTSCHALDT & ASSOC.\***

2505 Ponce de Leon Blvd., Coral Gables,  
Fla. Highland 4-5739

Mrs. A. Wilkinson

Lawnlite Co. (furniture), Neil Distributors  
(Motorola TV & Radio, Mitchell Air Cond.)

**J. WALTER THOMPSON CO.**

220 Miracle Mile, Coral Gables, Fla.  
Highland 3-4629

Kelly Martin

Gate City Sash and Door (awning windows),  
S. S. Jacobs Co., Pan American World Air-  
ways, Schlitz Wholesalers of S. Fla. (beer)

**MIAMI****BEVIS ASSOC.\***

1140 Ingraham Bldg., Miami 32, Fla.  
Franklin 9-2696

Robert Hanna, E. B. Hollingsworth

Florida Home Heating Inst., Hollingsworth;  
Miami Lincoln Mercury, Hanna

**TALLY EMBRY**

458 Pan American Bank Bldg., 150 South  
east Third Ave., Miami 32, Fla.

Talton H. Embry, pres., Jack Buckholtz,  
tv-radio timebuyer

American Brewing Co. (Regal Beer), J. D.  
Ball Motors (Ford Dealers), Greater Miami  
Ford Dirs. Assoc., Tripure Products

**GRANT ADVERTISING**

13th St. at 2nd Ave., S. W., Miami, Fla.  
Franklin 3-6611

R. C. Lipe, media dir., Marjorie J. Cahalin,  
Barbara A. Swan

Douglas Laboratories, Florida Avocado &  
Lime Comm., Florida Power & Light Co.

**WADSWORTH & WALKER**

517 Gerona Ave., Miami 46, Fla. Mohawk  
7-3666  
Mailing Address: Box 775, Coconut Grove,  
Miami 33, Fla. (See New York listing)

Ralph K. Wadsworth

**ORLANDO****A. P. PHILLIPS CO.\***

Legion Place at Lake Ivanhoe, Orlando,  
Fla. 2-7101

Elizabeth Stevens, media dir.

Echols Bedding Co., E Z Shop Curb Serv.  
Stores—Orlando (Atlantic Co.)

**TAMPA****LOUIS BENITO ADV.**

Tampa Theatre Bldg., Room 1003, P. O.  
Box 3402, Tampa, Fla.

Louis Benito, Edward Boese, G. W. Gray,  
Jr., John Hall

Elkes Pontiac, Gray, Jr.; Florida Beef Coun-  
cil, Gray, Jr.; Roberts Dairy, Hall; Robbins  
Manufacturing Co., Benito; South Atlantic  
Insurance Co., Boese; Tampa Florida Brew-  
ery, Benito

**R. E. MCCARTHY & ASSOC.\***

206 S. Franklin St., Tampa, Fla. 2-0144,  
45, 46

A. C. McCarthy, R. E. McCarthy, B. E.  
Acker, Bergen Newell, R. W. Scales

Borden's Dairy (A Div. of the Borden Co.),  
Acker, McCarthy; DeSoto Chemical Co.  
(Insecticides, Gator Roach Hives), R. E.  
McCarthy; Edmundson-Duhe Rice Mill  
(Chinito & Regent Rice), Newell; Fla.  
Citrus Canners Coop. (Donald Duck Citrus  
Prods), R. E. McCarthy; Harwood Corp. of  
America (lumber), R. E. McCarthy; Jack-  
son Grain Co. (X-Cel seeds, feeds, fertil-  
izers), Scales; Ocean Products (fresh fro-  
zen shrimp), A. C. McCarthy; WFLA-Radio-  
TV, Newell

**AL YORKUNAS AGENCY**

Tibbetts Bldg., Franklin at Lafayette,  
Tampa, Fla. 2-2579

Al Yorkunas, Mary Ann Yorkunas, Betty  
Berg Bradley

Caldwell Bonded Warehouse (Mayflower  
moving & storage), Edwards Sash Door &  
Lumber (Curtis, Davis Paints), Ferman Mo-  
tor Co. (Olds, Chevrolets)

**GEORGIA****ATLANTA****BEARDEN, THOMPSON, FRANKEL & EASTMAN, SCOTT\***

22 Eighth Street, N. E., Atlanta 9, Ga.  
Trinity 6-5587

R. W. Jensen, B. Wolf, H. A. Binford,  
Jr., N. Frankel, W. H. Bearden, M. A.  
Thompson

Atlanta Baking Co. (Betsy Ross Bread),  
Frankel, Wolf, Jensen; Big Apple Super  
Markets (groceries), Binford, Bearden,  
Jensen; Fabro (dog food), Frankel, Jen-

sen; Margold Corp. (margarine), Bearden;  
Miss Georgia Dairies, Bearden, Wolf; Or-  
kin Exterminating Co. (termite & pest con-  
trol), Thompson, Jensen; Redfern Sausage  
Co., Binford

**BURKE DOWLING ADAMS**

992 Peachtree St., N. W., Atlanta, Ga.  
Trinity 6-5521

George Bailey, media dir., Kathryn Mc-  
Gowan

Citizens & Southern (banking), Bailey; Co-  
lumbia Baking Co., McGowan; Delta Air  
Lines (transportation), Bailey

**GEORGE I. CLARKE CO.\***

1401 Peachtree St., N. E., Atlanta 5, Ga.  
Trinity 6-4834

George I. Clarke, Dorothy M. Hendrickson  
Home Credit Co., Home Finance Co., Pet  
Dairy Products Co., G. H. Rauschenberg,  
Co. (carpeting)

**DAY, HARRIS, HARGRETT & WEINSTEIN**

40 Sixteenth St., N. W., Atlanta, Ga.  
Trinity 6-4828

Audrey S. Ferguson, media dir.

Chemical Corp of America (Freewax),  
Economy Auto Stores, Fine Products, Getz  
Exterminators, Southern Airways, S.S.S.  
Co. (tonic & tablets)

**PHILIP DENTON ADV.**

45-11th St., N. E., Atlanta 9, Ga. Trinity  
2-7785

Philip Denton, Jr.

Cleveland Electric Co., Georgia Motor  
Trucking Assoc., Gordy Tire Co. (Fisk &  
Dayton), Interstate Life & Accident Ins. Co.,  
(Chattanooga), Landers Motors (Dodge-  
Plymouth Dlr.), Pepsi Cola Co. (Atlanta),  
Thoben Elrod Co. (Norge Distrib.)

**LILLER, NEAL & BATTLE**

810 Walton Bldg., Atlanta 3, Ga. Cypress  
6521

Pamela A. Tabberer, media dir.; Avrilla  
Phillips, Pat Clark, Mary Jean Meadows

Ala. Flour Mills (Red Hat Feed), Phillips;  
Bank of Georgia, Meadows; Brock Candy  
Co., Meadows; Carling's Black Label Beer,  
Clark; Colonial Stores (grocery chain),  
Phillips; H. G. Hastings (seeds, garden  
suppls.), Phillips; H. W. Lay & Co. (potato  
chips), Phillips; National NuGrape Co. (Nu-  
Grape & Suncrest), Clark; Piedmont Air-  
lines, Meadows

**BURTON E. WYATT & CO.**

1008 First National Bank Bldg., Atlanta,  
Ga. Murray 8-1121

Mrs. F. C. Thompson



Monticello Nursery Co. (Mahan Pecans), Savannah Sugar Refining Corp. (Dixie Crystals Sugar), Standard Oil Co. of Kentucky (Crown & Crown Extra Gasoline, etc.)

## IDAHO

### POCAHELLO

#### DON WATKINS ADV.

Hotel Bannock Bldg., P. O. Box 589, Pocatello, Idaho. 4162

#### Don L. Watkins

Bannock Steel Co., Concrete Processors, Inc. (pumice block), A-I Oil Co., Yellowstone Park Co.

## ILLINOIS

### AURORA

#### CONNOR ASSOCIATES\*

121 Hill Ave., Aurora, Ill. Aurora 6-2713, 6-1957

#### Al Soger, v.p.

Eyerly Assoc. (toys), McGill Mfg. (Mouse & Rat Traps), McKee Door Co. (overhead garage doors), Stephens-Adamson Mfg. Co. (Speedwalk, Bearing, Engineering, Standard Prods. Division), Strathmore Co. ("Magic Slate" children's books)

### BLOOMINGTON

#### THE BIDDLE CO.\*

814 N. Main St., Bloomington, Ill. 7-6036

#### Shirley A. Sunwall

Paul F. Beich Co. (Slim Vim), Bird Provision Co. (Bird Farm sausage), Blue Star Potato Chip Co., Consumers Cooperative Assn. (Farm Coop.: fertilizer, paint, petroleum), Purity Baking Co. (Sunbeam Bread, Variety Baked Goods), State Farm Ins. Co.'s Agency Dept.

### CHAMPAIGN

#### GRUBB & PETERSEN ADVERTISING†

111 N. Market St., Champaign, Ill. 6-3766

Helen Huley, medio dir. & buyer; Dole R. Arvidson, radio-tv dir.

Eisner Food Stores, Henderson Mfg. Co., Illinois Canning Co., Kelly Food Products, Wareham-Hudson Dairies.

### CHICAGO

#### WILLIAM HART ADLER

919 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-5210

#### John Petrie, media dir.

Alladin Industries (Vacuum Bottles), Central Ice Cream Co., Conlon-Moore Corp. (appliances), Highlander Frozen Foods

#### AGENCY SERVICE CORP.

66 East South Water St., Chicago 1, Ill. Central 6-5255

#### George P. Hixan

Chicago Motor Club, North Central Finance Corp.

#### AUBREY, FINLAY, MARLEY & HODGSON

230 N. Michigan Ave., Chicago 1, Ill. Financial 6-1600

#### F. R. Hansen, medio dir.; Pat Kral

Illinois Farm Supply Co., International Harvester Co. (Farm Equip. Div.), International Mineral & Chemical Co. (Potash Div.), Williamson Caudy Co.

#### BEAUMONT & HOHMAN

6 N. Michigan Ave., Chicago 2, Ill. Randolph 6-6181

#### Clarke J. Trudeau

Brearley Co. (bathroom scales), Dale Carnegie Inst. (personality courses), Gray Line Assoc. (Sight-Seeing), Monarch Brewing Co. (Ausburger beer), Tru-Ade (Beverage)

#### GORDON BEST CO.

228 N. LaSalle St., Chicago 1, Ill. State 2-5060

#### Edwin A. Trizil, medio dir., Kay Knight

Consolidated Royal Chemical Corp. (Krank's Shave, Peruna Elixir), Florheim Shoe, Helene Curtis Industries (cosmetics), Maybelline (cosmetics), Milner Products (Pine-Sol, Perma Starch), Knight

#### LEE S. BIESPIEL ADV.

605 N. Michigan Ave., Chicago 11, Ill. Delaware 7-4190

#### L. S. Biespiel

John O. Butler Co. (tooth brushes), Gem Mfg. Corp. (Galvanized Wear), Wm. Getz Corp. (Oryl Dentifrices), Shepler Mfg. Co. (fans, heaters)

#### BOZELL & JACOBS

205 N. LaSalle St., Chicago 1, Ill. Central 6-0370

Philip Rouda, v.p., radio-tv, Anthony S. Jacobs, producer, Arlene Reuther

Aristomat Co. (stove mats), Blue Cross Plan for Hospital Care, Blue Ribbon Bedding, Blue Shield Plan of Illinois, Central Illinois Public Service Co., Chittenden-Eastman, Evis Mfg., Dr. Peter Fahrney & Sons, Eatmor Cranberries, Illinois Wholesale Plant Growers Assn., Kroll Bros. (Childrens Furniture Mfr.), Leaf Brands (gum, candy), Midas Muller Shops, Restonic Corp. (mattresses), Tilemaster Corp., Wonder Rest (mattresses)

#### THE BROWER CO.

53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-2269

#### Glen V. Brower

Arthur Heitzberg & Craftmen (leather-goods), Junius Food Products Corp. (fresh frozen horseradish)

#### THE BUCHEN CO.\*

100 W. Madison Ave., Chicago 6, Ill. Randolph 6-9305

Howard Rose, v.p. & media dir.; Lee Carlson

Chicago Title & Trust Co., Fairbanks Morse & Co., Hobart Mfg. Co., Masonite Corp.

#### LEO BURNETT CO.\*

Prudential Plaza, Chicago 1, Ill. Central 6-5959

Leonard Matthews, v.p.-media; Thomas A. Wright, Jr., mgr.-media

Media group supervisors: Doug Burch, Dick Coons, Gus Pfleger, John Setcar, Hal Tillson

Associate group supervisors: Dave Arnold, John Huckstep, George Miller, John Schubert

Timebuyers: Eloise Beatty, Bob Clark, Rex French, Harry Furlong, Ted Giovan, Harvey Glor, Joe Hall, John Holland, Bill Line, Arne Nordmark, Bill Oberholtzer, Esther Rauch, Mary Lou Ruxton, Mahlon Soxon, Dave Seidel, Helen Stanley, Fumi Tonoko, George Wilcox

Allstate Insurance Co., American Mineral Spirits Co., Atchison, Topeka & Santa Fe Railway Co., Brown Shoe Co., Campbell Soup Co., Commonwealth Edison Co. and Public Service Co., Crane Co., The Electric Association (Chicago), Green Giant Co., Harris Trust and Savings Bank, The Hoover Co., Kellogg Co., The Kendall Co., The Maytag Co., Philip Morris Inc. (Marlboro), Motorola, Pabst Brewing Co., Eastside Old Tap Lager, Los Angeles), Chas. Pfizer & Co., Pillsbury Mills, Procter & Gamble Co., The Pure Oil Co., The Pure Fuel Oil Co., Sugar Information, Tea Council of the U.S.A.

#### CAMPBELL-MITHUN\*

919 Michigan Ave., Chicago, Ill. Delaware 7-7553

Clay Rasslund, media dir.; William J. Stenson, Edwin W. Berg, Elsie Lauter

American Dairy Assoc., Mishawaka Rubber & Woolen Mfg. Co., John Morrell & Co., Meat div. & Red Heart div.)

#### THE CAPLES CO.\*

216 E. Ontario St., Chicago 11, Ill. Superior 7-6016

Moryellen Convery, Helen Taylor

Chicago & North Western System (RR), Taylor; Dad's Root Beer Co., Convery; Su-



perior Sleeprite Corp., **Convery**; Union Pacific Railroad, **Taylor**

#### **CHRISTIANSEN ADVERTISING AGY.**

135 S. LaSalle St., Chicago 3, Ill. Central 6-2484

**Martin Fritz**, media dir.; **Virginia Walker**

Allstate Insurance Co. (Auto Ins.), E. L. Bruce Co. (Bruce cleaning wax, floor cleaner, asphalt tile cleaner), Jewel Food Stores

#### **COMPTON ADVERTISING\***

111 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-6935

**Andrew E. Zeis**, media dir.; **Beverly Halde-  
man**

Garst & Thomas Hybrid Corn Co. (Pioneer Hybrid seed corn), M. K. Goetz Brewing Co. (Goetz beer & Country Club malt liquor), Par-T-Pak Royal Crown Corp., Chicago Bottler (Royal Crown Cola & Nehi beverages), Pioneer Seed Corn Co. (Pioneer Hybrid seed corn)

#### **CRUTTENDEN ADVERTISING**

201 N. Wells St., Chicago 6, Ill. Financial 6-3630

**G. M. Stern**, **L. H. Lewis**

Hudson-Ross (appliances), **Stern**

#### **DANCER-FITZGERALD-SAMPLE\***

221 N. LaSalle St., Chicago 1, Ill. Financial 6-4700

**Thomas P. O'Connell**, media dir.; **Betty Stevens**, assistant; **Patricia Chambers**, B'cast Dept. buyer all accounts

Alliance Mfg. Co. (electronic lift-a-doors), Chicago Stock Yards Compost Co., Consolidated Products (Kaff-A, Sparx pig & sow emulsions, E. emulsion), Cory Corp. (coffee makers), Ekco Products Co. (Flint Cutlery, Ekcoware, Minute Mop, Diamond Silversmiths), Gibson Refrigeration Co., Div. of Hupp Corp. (refrigerators, freezers, ranges, air conditioning), Riverview Park Co. (amusement park), Sterling Insurance Co., The Siegler Corp. (gas & oil space heaters)

#### **D'ARCY ADVERTISING CO.†**

Prudential Plaza, Chicago 1, Ill. Michigan 2-5332

**Frank H. Hoell, Jr.**, media dir.; **Richard W. Epp**, ass't. media dir.; **John W. Harper**, **Betty Lavaty**

Standard Oil (Indiana)

#### **GEORGE L. DE VILLE ADVERTISING\***

53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-0600

**George L. DeVille**

W. W. Kimball Co. (pianos), Princess Coal Sales Co., Sahara Coal Co.

#### **DONAHUE & COE (OF ILLINOIS)\***

830 Merchandise Mart, Chicago 54, Ill. Superior 7-8969

**Mary D. Petr**, media dir.

National Presto Industries (pressure cookers, elec. appls.), Norge Sales Corporation (major appls.), York Corporation (air conditioning, Commercial & Refrigeration Divisions)

#### **FRED H. EBERSOLD**

20 N. Wacker Drive, Chicago 6, Ill. Franklin 2-0106

**Fred H. Ebersold**, **B. B. Pope**

Givens & Co. (infants wear), **Ebersold**; Statistical Tabulating Co., **Ebersold**

#### **ERWIN, WASEY & CO., LTD.\***

230 N. Michigan Ave., Chicago 1, Ill. Randolph 6-4952

**John L. Gwynn**, media dir.; **Helen Z. Wood**

Aunt Nellie's Foods, Carling Brewing Co. (Stag div.), Chamberlain Distributors, Club Aluminum Products Co., Toastmaster Products

#### **M. M. FISHER ASSOC.\***

79 Monroe Street, Chicago 3, Ill. Central 6-6226

**Helene Heinz**, Tv timebuyer; **Phyllis Cummings**, radio timebuyer

Davis Oldsmobile, Charles Keeshin (Keeshin frozen poultry), Morae Pharmacal Co. (Insombutal), National Foundation for Infantile Paralysis (Midwest), North American Mushroom Co. (North-Am. Brown Gravy, Steak Sauce), Sittler Bros. (Sittler pure horseradish), Tam O'Shanter Country Club (May Tourns.), West Gate Mercury (automobiles)

#### **FOOTE, CONE & BELDING\***

155 E. Superior St., Chicago, Ill. Superior 7-4800

**Gordon F. Buck**, media dir.; **Gwendolyn Dargel**, **Dorothy Fromherz**, **Rita Hart**, **Genevieve Lampert**, **Vera Taboloff**

Armour & Co., Beatrice Foods Co., Hallmark Cards, Kraft Foods Co., The Paper Mate Co., Perkins Products Co., Hiram Walker

#### **CLINTON E. FRANK\***

Merchandise Mart, Chicago, Ill. Whitehall 4-5900

**Jack L. Matthews**, media dir.; **Helen L. Davis**

Chevrolet Dealers Assoc. of Chicago, Quaker Oats (Quaker flour products, flakes prod-

ucts), Reynolds Metals ("Do-it-yourself"), Aluminum, Industrial Markets, Industrial parts div., Plastics div. (Consumer promotion, Lifetime Stainless Steel, Reynolds Jamaica Mines), Standard Railway Equipment Mfg. Co.

#### **THE PHIL GORDON AGENCY\***

23 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-2103

**Philip W. Abrams**, **Roy Rutkoff**, **Ruth Sacks**, **V. Daniel Smith**

Babee-Tenda Corp., **Smith**; House of Schiller (mail orders), **Abrams**, **Rutkoff**; Stebeo Products, **Abrams**, **Rutkoff**; Stuart Greetings (cards), **Rutkoff**, **Smith**

#### **GRANT ADVERTISING\***

919 N. Michigan Ave., Chicago 11, Ill. Superior 7-6500

**Reginald L. Dellow**, media dir.; **Fred Norman**, asst. media dir.; **Dene Voigt**, timebuyer

Centlivre Brewing (Old Crown beer & ale, Alps Brau beer), Chicagoland Dodge Dealers, Chrysler (Dodge div.), Dr. Pepper, Excell Laboratories (new plant life), Ivo (Quit Itch), Coppertone Sun Tan Products, Park and Tilford (cosmetics)

#### **GRANT, SCHWENCK & BAKER\***

520 N. Michigan Ave., Chicago 11, Ill. Whitehall 3-1033

**Betty L. Armstrong**

Bankers Life & Casualty Co. (White Cross Plan), Bremner-Davis (sound way to easy reading), De Pree Company (Nullo)

#### **GRIMM & CRAIGLE**

201 N. Wells St., Chicago 6, Ill. Franklin 2-8056

National Sporting Goods Assn., Solar Permanent Co. (Farm Tank Div. U. S. Industries)

#### **GUENTHER-BRADFORD & CO.\***

15 E. Huron St., Chicago 11, Ill. Superior 7-9474

**Charles J. Zeller**, vice-pres., dir. Radio-TV & account executive

Chicago 7 Up Bottling Co., Joliet 7 Up Bottling Co., Nelson Chevrolet Co., Refiners Distributing Co. (refiners Pride Ethyl), Sears Roebuck & Co. (Chicagoland stores), Tauber Ford (Ford dealer), Tauber South Shore Lincoln Mercury

#### **HENRI, HURST & McDONALD\***

121 W. Wacker Drive, Chicago, Ill. Franklin 2-9180

**Laura Hall**

Admiral Corp. (radio, television & appliances), Armour (agricultural), Coopers





NEW YORK

CHICAGO

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LOS ANGELES

SAN FRANCISCO

*representing*

**RADIO**

*representing*

**TELEVISION**

**BRANHAM**

11 OFFICES  
FROM COAST  
TO COAST.....

*national*

*advertising  
representatives*



(Jockey junior underwear), Holland Furnace Co., Holloway House (frozen foods), International Electric Co. (fences), Kroehler Mfg. Co. (furniture), Peters Shoe Co. (Weather-Bird shoes), Ready-To-Bake Foods (Puffin biscuits)

#### **THE KAPPS CO.\***

64 East Lake St., Chicago 1, Ill. State 2-0460

#### **J. Kapps, C. Kapps**

Archer Motors, Authorized Food Service Co., Chambers Gas Range Co., Henner Ford Sales, Langendorf Clothing Mfg. Co., Martin Oil Service, Northpark Sales & Service (auto), Petroleum Sales & Service, Lynn Stewart Distributing Co., Southeast Radio Stores, Traveler Radio Corp., Western Supply & Furnace Co.

#### **H. W. KASTOR & SONS**

75 E. Wacker Drive, Chicago 1, Ill. Central 6-5331

#### **Harvey Mann, media dir.**

Campana Sales Co. (Bantron), International Milling (Robin Hood flour and Supersweet feeds), Orange-Crush Co., Procter & Gamble (American family soap, flakes, detergent), Union Starch & Refining Co. (Reddi-Starch)

#### **DON KEMPER CO.**

919 N. Michigan Ave., Chicago 11, Ill. Superior 7-6746

#### **Florence A. Neighbors**

Goldenrod Ice Cream Co., Jewel Tea Co., Planters Edible Oil Co. (peanut oil), Planters Nut & Chocolate (peanuts, peanut butter)

#### **KENYON & ECKHARDT**

221 N. LaSalle St., Chicago, Ill. Financial 6-4020

#### **Harry N. Sager, media dir.; Jaan Blackman, timebuyer**

Blatz Brewing Co. (Blatz & Tempo beer), Lincoln Mercury Dirs. Assoc. (Midwest), Pepsi Cola Co. (regional), Whirlpool Corp.

#### **KUTTNER & KUTTNER**

646 N. Michigan Ave., Chicago, Ill. Superior 7-7940

#### **Stanley C. Kuttner**

Capitol Dairy, Ironrite of Chicago, Metal Weather Products, Park Forest Homes, Sampson Co. (major appliances)

#### **EARLE LUDGIN & CO.\***

121 W. Wacker Drive, Chicago, Ill. Andover 3-1888

Jane Daly, v.p.; Ruth Babick, head timebuyer; Marilyn Bielefeldt, Kay Margan

Best Foods (Rit & Shinola), Babick & Margan; Easy Washing Machine, Morgan; G. Heileman Brewing Co., Babick; Helene Curtis (spray net, Stopette), Babick, Bielefeldt; Rath Packing Co., Bielefeldt; Tidy House, Babick; Zenith Radio Corp., Morgan

#### **ARTHUR R. MacDonald**

400 W. Madison St., Chicago 6, Ill. Financial 6-3242

#### **Verga M. Tennert**

Kleen-Kote (paint), National Plywoods (Amcrwood), Wisconsin Cheeseman (gift packages)

#### **MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill. Randolph 6-9360

#### **Alfred S. Trude, Jr., media dir.; Beverly Hicks, Dalares Starr**

Drewrys Ltd. (beer), Hicks; Heidelberg Brewing Co. (beer and Columbia ale), Starr; Martin-Senour Paints, Starr; The Pullman Company (Pullman Car operation), Hicks; Standard Knitting Mills (Health-knit), Starr; Stewart-Warner Corp. (Alomite CD2), Hicks; Zenith Radio Corp. (hearing aids), Starr

#### **MALCOLM-HOWARD ADVERTISING AGENCY\***

203 N. Wabash, Chicago 1, Ill. Andover 3-0022

#### **Harold Barkun, Evelyn Burke, Arthur M. Halland, Lillian Halland, Max G. Halland, Robert Larson**

McLennon Pen Co., M. G. Halland; Roller Derby, Art Halland; Star Model Beer, Barkun; The Stiffel Co. (lamps), M. G. Halland; Walter Rugs, Larson

#### **McCANN-ERICKSON**

318 S. Michigan Ave., Chicago 4, Ill. Webster 9-3700

#### **Jahn Cole, Broadcast media supervisor; Esther Anderson, timebuyer; Louise Phillips, timebuyer**

Allied Van Lines (moving, storage), Bell & Howell (photographic equipment), Brunswick-Balke-Collender (bowling equipment), Carter Oil Co. (petroleum prods.), Coca Cola Bottling Cos., Derby Foods (Peter Pan peanut butter), Mead, Johnson (Pabulum prods.), Chicago Milk Foundation (dairy prods.), Rival Packing Company, Swift & Company (Premium canned meats, chicken, turkey, ham & bacon, meats for babies, frozen foods, ice cream, etc.), Tidy House Products (Sweet-10)

#### **McCARTY CO.**

520 N. Michigan Ave., Chicago 11, Ill. Michigan 2-0300

Lakeside Packing Co. (canned vgs.), Prater Pulverizer Co. (feed mill equip.)

#### **ARTHUR MEYERHOFF & CO.**

410 N. Michigan Ave., Chicago 11, Ill. Delaware 7-7860

Evelyn R. Vanderplaeg, timebuying dir.; Francine Galdfine, Joan Russell, Patricia Gray, mail order timebuyers; Bob Penninger, Roy MacLean, Dorathy Stock, timebuyers

Demert & Dougherty (Aerosol prods.), Vanderplaeg; Grant Co. (Mail Order Prods.), Gray, Penninger, MacLean, Stock; I. J. Grass Noodle Co. (soups & noodles), Vanderplaeg; Illinois Meat Co. (canned meats), Vanderplaeg; Myzon (farm feed prods.), Galdfine; New England Fish Co. (canned salmon), Vanderplaeg; Thos. J. Webb Coffee Co., Vanderplaeg; Wm. Wrigley Jr. Co. (gum), Russell

#### **NEEDHAM, LOUIS & BRORBY\***

Prudential Plaza, Chicago 1, Ill. Whitehall 4-3400

#### **Arnold E. Johnson; B'cast facilities dir; Dan DeCarlo, Jahn Rohrbach**

Campbell Soup Co., Rohrbach; Campbell Soup Ltd., Rohrbach; Cummins Engine Co., Rohrbach; Hotpoint Co., DeCarlo; Household Finance Corp., DeCarlo; S. C. Johnson & Son, DeCarlo; Kraft Foods Co., Rohrbach; Kraft Foods, Ltd., Rohrbach; Monsanto Chemical Co., DeCarlo; Morton Salt Co. & Panogen, Rohrbach; Palm Beach Company, DeCarlo; Pepsodent Sales, Ltd., DeCarlo; Quaker Oats Co., Rohrbach; Scovill Mfg Co., DeCarlo; State Farm Insurance Cos., DeCarlo; Wieboldt Stores, DeCarlo; Worthington Corp., DeCarlo

#### **NORTH ADVERTISING\***

Merchandise Mart, Chicago 54, Ill. Whitehall 4-5030

#### **Richard S. Paige, media dir.; Armella Selsar, Robert R. Riemenschneider**

The Englander Co. (mattresses), Riemenschneider; Lanvin Parfums (Arpege, Pretexte, My Sin, Rumeur, Scandal), Selsar; The Toni Co. (Toni Home Permanent, Tip Toni, Tonette, Softstyle & Spin brand, curlers, Adorn), Selsar; The Toni Co. (Prom, Deep Magic, Soft'ning), Riemenschneider

#### **OLIAN & BRONNER\***

35 E. Wacker Drive, Chicago 1, Ill. State 2-3381

#### **Kay Kennelly, media dir.**

Atlas Brewing Co. (Atlas Prager beer), Bel-tone Hearing Aid Co., Comfort Mfg. Co. (Anti-terge hand cream), Community Sales, Inc. (dept. store), National Lecithin (Lecithin tablets), Pastorelli Bros. (pizza mix), Schoenhofen-Edelweiss (Edelweiss beer), State Pharmacal Co. (Tranquil)



**J. R. PERSHALL CO.**

105 W. Adams St., Chicago 3, Ill. Franklin 2-8110

**Harry C. Pick, media marketing dir.**

Chicago Plastering Institute, Hi-C Div., Minute Maid Corp., Northern Illinois Gas Co.

**POWELL AND SCHOENBROD ADV.\***

430 N. Michigan Ave., Chicago 11, Ill. Mohawk 1-0620

**Herbert Summers Hall, Jean Burns**

Lawrence Avenue GMC, Arthur Nagel (High Fidelity components), Newcastle Products (modernfold doors), North American Phillips Co., Walker-Adams Stores, Wood-Davis Co. (wallpaper)

**PRESBA, FELLERS & PRESBA\***

360 N. Michigan Ave., Chicago 1, Ill. Central 6-7683

W. B. Presba, Marquis M. Smith, J. R. Bremner, Jr., Edward J. O'Malley

Book House for Children, Lawder Brothers (cars), Orleans Canning Co. (dog food), Warp Bros. (Flex-O-Glass)

**FLETCHER D. RICHARDS**

221 N. LaSalle St., Chicago 1, Ill. Financial 6-3585

**G. T. Jahnke, L. Plaetz**

Borg-Erickson Corp. (bathroom scales), Plaetz; Squirt Bottling Co., Jahnke; U. S. Rubber Co. (Tire Dist.), Jahnke

**ROCHE, WILLIAMS & CLEARY**

135 S. LaSalle St., Chicago 3, Ill. Randolph 6-9760

**F. H. Hakewill**

Chi., Milwaukee, St. Paul & Pacific RR, National Toilet Co. (Nadinola), John Puhl Products (fleece white, etc.), Stewart's Private Blend Coffee Co.

**SHERWIN ROBERT RODGERS & ASSOC.\***

60 East Scott St., Chicago 10, Ill. Superior 7-5706

**Sherwin R. Radgers**

Daisy Brand Dairy Products, Douglas Products, Jane Anne Salad Dressing, Frost E-Ze (cake frosting), Kevoetts (Dietary Supplements), On-Cor Steaks, TV Time Popcorn, Min Sun Trading Co. (Chinese Maid Prods.), Slotkowski Sausage Co., Swiss Products, Vita Foods

**RUTLEDGE & LILIENFELD\***

121 W. Wacker Drive, Chicago 1, Ill. Dearborn 2-6326

**Frances L. Rickey, media dir.**

Catherine Clark's Brownberry Ovens, Continental Coffee Co., Hawthorn Melody

(dairy prods.), National Tea Co. (foods), RealLemon-Puritan Co. (juices)

**R. JACK SCOTT\***

814 N. Michigan Ave., Chicago 11, Ill. Whitehall 1-6886

**Fred M. Vasse, media dir.**

Boyer International Laboratories, Chicago Stadium Corp., Citrus Products Co., Frigidmeats, Inc. (frozen packaged meats), Fitzpatrick Bros., Golden Mix, Libby Furniture & Appliance Co., Minerals of the Sea, Ltd., Perfect Plus Hosiery Mills, Rhodes Pharmaceutical Co. (Caltrim, Trimet), Salerno-Megowen Biscuit Co., Schutter Candy Co., Spiegel, Inc. (Retail & Catalogue Order Div.), Tote-Brush (Folding Toothbrush), Walgreen Drug Co., Wyler & Co. (soups and lemonade mix)

**RUSSEL M. SEEDS CO\***

Palmolive Bldg., Chicago 11, Ill. Whitehall 3-2133

James Witherell, v.p.; Merle Myers, Virginia Russett

Brown & Williamson Tobacco Corp. (Bugler, Avalon, Wings, Raleighs, Sir Walter Raleigh), Russett; Elgin America, Div. Illinois Watch Case Co. (compacts, lighters, etc.), H. Fendrich (LaFendrich, Chas. Denby cigars), Lanolin Plus, Myers; Pinex Co. (Pinex Cough Syrup & Paba-one), Russett; W. A. Sheaffer Pen Co., Myers

**WESLEY E. SHARER & ASSOC.**

936 N. Michigan Ave., Chicago 11, Ill. Superior 7-5890

**Mary Hartatsas, Wesley E. Sharer**

Radio Steel & Mfg Co. (Coaster wagons & scooters), Tremax Industries (bouncing horses), Tylon Products Corp. (bubble bath)

**JOHN W. SHAW ADVERTISING**

51 East Superior St., Chicago 11, Ill. Mohawk 4-6323

**Bobby Landers, Isabel McCaulay**

Colgate-Palmolive Co. (Colgate shave creams), Dormeyer Corp. (electrical appls. & power tools), Lumbermens Mutual Casualty Company (Ins.), Quaker Oats Co. (corn meal, special products, corn bread easy mix), Webcor (Fonographs, record changers, tape recorders)

**SMITH, BENSON & McCLURE†**

8 S. Michigan Ave., Chicago, Ill. State 2-1931

**Jahn G. Schraeder, media dir.****STERN, WALTERS & JASTER**

936 N. Michigan Ave., Chicago 11, Ill. Michigan 2-3969

Gerald J. Stern, Lee J. Walters, Martin J. Simmans

S. M. Edison Chemical Co. (Dermassage-medicated skin treatment), Simmans; Majestic Int. Corp. (High Fidelity radios), Stern; Master Bronze Powder Co. (Demisto, Galy-A-Grip paints), Walters

**STOETZEL & ASSOCIATES**

301 N. Michigan Ave., Chicago 1, Ill. State 2-8927

**Leana Murphy**

Back to God Hour (religious program)

**TATHAM-LAIRD\***

64 E. Jackson Blvd., Chicago 1, Ill. Harrison 7-3700

George Balas, dir.; Harald Bennett, Ray Bayer, Jahn Deacan, Donald Grasse, Pat McMahan, Jack Ragel, Mary Radger, Jahn Singleton

Abbott Laboratories (Sucaryl), Deacan; Campbell Soup Co. (C. A. Swanson & Sons (frozen poultry & pot pies & TV dinners), Bennett; General Mills (Kix, Trix & Sugar Jets, Surechamp dog food), Bennett, Bayer; The Parker Pen Co., Bennett, Bayer; Procter & Gamble (Fluffo), Deacan, McMahan, Singleton; The Toni Co. (Bobbi, Hush, White Rain), Radger, Grasse; The Wander Co. (Ovaltine, Toddy), Grasse; The Geo. Wiedemann Brewing Co., Grasse, Ragel

**J. WALTER THOMPSON CO.\***

410 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-6700

George C. Reeves, v.p.; Ed Fitzgerald, Special Broadcast, assignments, new business, departmental co-ordination & management

Timebuyers: Robert Atwaad, Marvin Berns, Ellen Carlsan, Mary Kay Gidley, Wm. Kennedy, Bernice McTaggart, Marie Ragers, Sylvia Rut, Tee Watson, Peggy Willebrand

Chun King Sales, Atwaad; Elgin National Watch Co., Watson; Johnson Motors, Atwaad; Kraft Foods Co., McTaggart, Watson; Libby, McNeill & Libby, McTaggart, Watson; Mobile Homes Manufacturers Assn., Atwaad, Gidley; Murine Co., Atwaad, Gidley, Pharma-Craft Corp., Carlsan; Quaker Oats Co., Atwaad, Gidley; Schlitz Brewing Co., Ragers, Rut, Willebrand; Seven-Up Co., Berns, Kennedy; Southeastern Trailways Watson; Swift & Co. (All-sweet, Jewel shortening & oil, peanut butter), Carlsan; Swift & Co., McTaggart, Atwaad, Gidley; Weco Products, Atwaad, Gidley

**UNITED STATES ADVERTISING CORP.**

25 E. Jackson Blvd., Chicago 1, Ill. Webster 9-0911



**W. J. Kerins, Jeannette Durringer**

Great China Foods, Sno-Bol (Bathroom Cleaner), Wilson & Co. (All products)

#### **VAN HECKER**

28 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-2269

**C. E. Van Hecker**

Pyroil Co. (super lubricants)

#### **GEOFFREY WADE ADVERTISING**

20 N. Wacker Drive, Chicago 6, Ill. State 2-7369

**Louis J. Nelson, media dir.; D. S. Williams**

Alberto Culver Co. of Hollywood (VO-5), Miles Laboratories (Alka-Seltzer, One-A-Day Vitamins, Nervine)

#### **MURIEL WAGEMAN ADV. AGENCY\***

35 E. Wacker Drive, Chicago 1, Ill. Randolph 6-0339

**Muriel Wageman**

Bazelon Mfg. Co. (household appls.), Utilities Engineering Inst.

#### **VERNON S. WEILER, ADVERTISING**

664 N. Michigan Ave., Chicago 11, Ill. Mohawk 1-5500

**Vernan S. Weiler, Robert S. Weiler**

Electronic Development Laboratory (RA-LOC Geiger Counters), Tumbl-Togs (children's play clothes)

#### **EDWARD H. WEISS AND CO.\***

360 N. Michigan Ave., Chicago, Ill. Central 6-7252

**Jack J. Bard, v.p., media dir.; Nathan Pinsaf, media mgr.; Jaan Mandel, Nara Marcus, Jay Selz, George Yanan**

College Inn Foods (tomato cocktail & chicken A La King), **Yonan**; Jose Escalante & Co. (Corina Cigars), **Yonan**; Helene Curtis (hair prod., men's toiletries), **Marcus**; Morgen David Wine Corp., **Marcus**; Purex Corp. (cleansers & soaps), **Yanan**; Red Cross (spaghetti & macaroni), **Yanan**; Sealy (mattresses), **Pinsof**

#### **WHERRY, BAKER & TILDEN**

919 N. Michigan Ave., Chicago 11, Ill. Delaware 7-8000

**C. E. Balgard, media dir.; Gordon H. Hendry, Beverly Miller, Marcella O'Neil**

Oscar Mayer & Co. (meats), Quaker Oats Co. (cereals, Full-O-Pep animal feeds), **Miller, O'Neil**

#### **YOUNG & RUBICAM\***

333 N. Michigan Ave., Chicago 1, Ill. Financial 6-0750

**Robert S. Byran, media dir.; Richard Anderson, Ruth S. Leach, Margaret McGrath, Marion Reuter, Richard G. Stevens, Eugene E. Sweeny**

American Bakeries Co. (Grennan cakes, Tay-tee bread), **Leach**; Borden Co. (Milk & Ice Cream Divs.), **Anderson**; Hammond Organ Co. (Hammond organs), **Anderson, Reuter**; International Harvester Co. (trucks), **Stevens, Sweeny**; Marathon Corp. (northern tissue, facial tissue, towels, napkins, waxtex), **McGrath, Reuter, Sweeny**; Simoniz Co. (Aerosol, Bodysheen, Cellulose sponges, Hilite, Ivalon, Vista, Simoniz floor wax, Simoniz Paste Wax & Kleeners), **Anderson, Leach, Stevens**

#### **JACKSONVILLE**

##### **WM. R. DEUTSCH ADVERTISING\***

306 East State St., Jacksonville, Ill. Chestnut 5-7118

Ideal Baking Co. (Lucky Boy good bread)

#### **PEORIA**

##### **HEINRICH ADVERTISING AGENCY\***

1123 Knoxville Ave., Peoria, Ill. 8-1869

Anderson Sign Mfg. Co., Great Central Ins. Co., Hotchkiss Steel Products, Schmidgall Manufacturer

##### **ROSS ADVERTISING\***

1005 North University, Peoria, Ill. 3-7406

**M. B. Kreighbaum, Wm. Pinkney, Jr.**

Klein's (Department Store), Pere Marquette Motors (Mercury dir.)

#### **ROCKFORD**

##### **HOWARD H. MONK & ASSOC.\***

500 Illinois National Bank Bldg., Rockford, Ill. 4-7953

**Norma Wren**

Ray-O-Vac Co. (flashlights & batteries), Western Newsell Mfg Co. (drapery hdw.), Willson Products Div., Ray-O-Vac Co. (sunglasses)

#### **WHEATON**

##### **J. M. CAMP & CO.\***

104 Savings & Loan Bldg., Wheaton, Ill. Wheaton 8-8850

**Jahn M. Camp, Grace R. Jordan**

Back To The Bible Broadcast, Gems of Grace Broadcast, Morning Chapel Hour, Radio Bible Class, Young People's Church of the Air, Youth on the March

#### **WILMETTE**

##### **MARTIN-ENGEL AND ASSOC.**

423 - 10th St., Wilmette, Ill. Wilmette 1623

**George F. Engel**

Dramatic Pub. Co. (play publishers), Clayton Mark & Co. (water systems, well supplies)

## **INDIANA**

#### **EVANSVILLE**

##### **KELLER-CRESCENT CO.**

20 S.E. Riverside Drive, Evansville 8, Ind. Harrison 5-5146

**Lee Edmiston**

Holland Custard & Ice Cream, Weil Packing Co. (meat prod.)

##### **RACENER ADVERTISING AGENCY\***

35 S.E. Seventh St., Evansville 8, Ind. Harrison 2-1379

**Melba Jean Racener**

Hahn (farm & garden suppl.), Salm's (women's apparel)

#### **FORT WAYNE**

##### **WILLIS MARTIN CO.\***

535 West Wayne St., Fort Wayne 2, Ind. Anthony 6233

**Floyd D. Jefferis, Paul W. Gatsch, John D. Fitzgerald, David G. Lee**

Indiana & Michigan Electric Co., Spangler Candy Co. (Dum-Dum lollipops)

##### **ROSS ADVERTISING**

252 Farmers Trust Bldg., Fort Wayne 2, Indiana. Eastbrook 3473

**S. A. Rass**

B & L Popcorn Co.

##### **CLEM J. STEIGMEYER ADVERTISING\***

259 Central Bldg., Fort Wayne, Ind. Anthony 1230

**Clem J. Steigmeyer**

Decatur Industries. (smokers' accessories and novelties), Mayflower Mills (Snow Goose Flour)

##### **SUPERIOR ADVERTISING**

300 Fort Wayne Bank Bldg., Fort Wayne, Ind. Anthony 6131

**A. W. Parry, Jr.**

McMillen Feed Mills

##### **LOUIS E. WADE\***

821 Webster St., Fort Wayne, Ind. Anthony 6282

**Louis E. Wade, Edward P. Wade, Richard M. Katt, Richard D. Margan**

ABC Coach Lines (inter-city bus), **L. E. Wade**; Am. Coal & Supply Co. (bldg. mats.),



**Katt;** Brateman Brothers (western wear), **Morgan;** Gilhe Seat Cover Co., **Kott;** Sears Roebuck & Co., **Morgan, E. P. Wade;** Ralph Sechler & Son (pickles packer), **P. Wode;** Wayne Cooperative Milk Producers (milk distributors), **Katt**

#### INDIANAPOLIS

#### CALDWELL, LARKIN & SIDENER-VAN RIPER

1100 Merchants Bank Bldg., Indianapolis 1, Ind. Melrose 2-6501

**Don Howell, Radio-TV dir.; Omer Foust, Frank McGroth**

Aero Mayflower Transit Co. (long distance & local moving & storage), **McGrath;** Kingan Div., HyGrade Food Prods. Corp. (meat products) **Foust**

#### TEVIE JACOBS ADVERTISING AGENCY\*

704 Morris Plan Bldg., Indianapolis 1, Ind. Melrose 6-9189

**Tevie Jacobs, pres.; Avis C. Davis, acct. exec.**

Alco (combination alum. screen & storm doors, windows, aluminum awnings; Indianapolis, Ft. Wayne, Cincinnati, Louisville, Decatur, Peoria), Jaguar Midwest Sales (Jaguar distrib.), Pest Control Services. Services (major appliances)

#### KEELING & CO.\*

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind. Melrose 5-5131

**Mory C. Dill, M. P. Jenkins, Raymond G. Sweeney**

Blue Cross-Blue Shield. **Jenkins;** Casite Div., Hastings Mfg. (lubricants), **Jenkins, Dill;** Meridian Mutual Insurance Co., **Sweeney, Dill;** Powers & Pittenger. **Jenkins, Dill**

#### MUNCIE

#### APPLEGATE ADVERTISING AGENCY\*

100 Minnetrista Blvd., Muncie, Ind. Atlas 4-7707

**W. Milo Carter, medio dir.**

Ball Bros. Co. (Ball jars, caps, rubbers, plastic vials, Hygeia nursing prods., Bonnie Jonnie bowl cleaner), Bryant Manufacturing Co. (heating and air conditioning equipment), Durham Mfg. Corp. (metal furniture), Glascock Bros. Mfg. Co. (Glasco Pre-Mix vendors and dispensers, Glasco sandwich bar, Glasco table top refrigerators), Howe Fire Apparatus Co., John Lees Div. of Serrick Corp. (metal molding), Muncie Parts Mfg. Co. (Power Take-offs, Universal joints, Hanger bearings), National Homes Corp. (Pre-fabricated homes), National Standard Parts Assoc. (Automotive Trade Association), North American Van Lines, Inc. (long distance moving)

#### SOUTH BEND

#### LINCOLN J. CARTER ADV. AGENCY\*

106 Tower Bldg., South Bend, Ind. Central 2-3391

**Lincoln J. Carter, John J. Futter, Keith Klapfenstein**

American Trust Company, **Klapfenstein;** Sunnyside Cleaners, **Futter;** WNDU-TV, **Futter**

## IOWA

#### CEDAR RAPIDS

#### ALTMAN-GILBERT ADV. AGENCY\*

427 Guaranty Bldg., Cedar Rapids, Iowa. 2-6114

**M. A. Gilbert, F. E. Altman**

Diamond V. Mills (feeds), Hamilton Co. (farm seeds), Lift Products (Sta-Sweet), Spra-White Chemical Co.

#### W. D. LYON CO.\*

303 Second Ave., S.E., Cedar Rapids, Iowa. Empire 4-2151

**Eileen Burns**

Barron Motor Supply, Better Homes & Gardens Magazine, Collins Radio Co. (electronics), Crescent Elec. Supply Co. (G.E. appls.), Gerkin Co. (Bldg. Equip. & Supply Dist.), Kent Feeds (farm feeds), Rockford Brick & Tile, Slagle Lumber Co. (lumber prods.), Stover Water Softener, Sweetheart Tomato Co., Wells Blue Bunny (ice cream mfrs.)

#### DAVENPORT

#### SPERRY-BOOM\*

Union Arcade Bldg., Davenport, Iowa. 7-5201

**R. V. Boom, Sam A. Preston**

Borden Co. (Iowa Milk div.), **Preston;** Iowa Turkey Federation, **Preston;** Quad-City Milk Foundation (fluid milk), **Preston;** Republic Electric Co. (wholesale jobber), (Fedder Air Conditioning, A. O. Smith heaters), **Preston;** Schlegel Rexall Drugs (retail chain), **Preston**

#### WARREN & LITZENBERGER ADV.\*

805 First National Bldg., Davenport, Iowa. 6-2596

**Roger S. Smith, media dir.; George W. Meister, TV dir.**

Evans Cleaners (laundry & dry cleaning chain), **Smith;** Iowana Farms Dairies (dairy prods.), **Smith;** Wilson's TV (TV and appls.), **Meister**

#### DES MOINES

#### FRED D. CARL SALES PROMOTION\*

1019 High St., Des Moines 9, Iowa. Atlantic 2-5951

**Fred D. Carl**

Guild Hall (wood products), Iowa Farm Supply Co., Peerless Mfg. Co. (home sweeping compound), Tomabawk Hybrid Corn Co.

#### WESLEY DAY & CO.\*

2818 Ingersoll, Des Moines 12, Iowa. Atlantic 8-2258

**Wesley Day, Patricia Putz, Donald H. Wallace**

Conditioned Air Corp., **Wallace;** Des Moines Auto Show, **Wallace;** Home and Flower Show, **Day;** Look Magazine, **Day;** Orville Lowe (Ford), **Wallace;** Plumb Supply Co., **Wallace;** Thriftway Stores, **Day**

#### LESSING ADVERTISING CO.\*

910 Walnut Bldg., Des Moines, Iowa. Cherry 3-1149

**C. T. Flynn, P. J. Flynn**

Berry Seed Co. (Gro-Coated seed), Griswold Seed Co. (farm seed), Sioux Steel Co.

#### A. W. MacDONALD ADVERTISING\*

914 Grand Ave., Des Moines 9, Iowa. 2-3911

**A. W. MacDonald**

Pioneer Labs (feed supplements), Preferred Risk Mutual Insurance, The Weslin Co. (disinfectants)

#### MENOUGH, MARTIN & SEYMOUR\*

501 Garver Bldg., 707 Locust St., Des Moines, Iowa

**E. M. Menough, R. J. Quackenbush, Ira E. Hymen**

Allied Mutual Casualty Co. (Ins.), Barco Chemicals (insecticide), Hunter Mfg. Co. (bed items), Professional Foods (vitamins, etc.), Service Optical Co. (optical items)

#### TRUPPE, LaGRAVE & REYNOLDS ADV. AGENCY†

Suite 535-6-7 Insurance Exchange Bldg., Des Moines, Iowa. AT 8-3289

**Edward LaGrave, Jr., Carter L. Reynolds, Russell Truppe**

Black Furniture, **Reynolds;** Borden's Hillan Dairy, **LaGrave;** Des Moines Savings & Loan, **Reynolds;** Forman Ford & Co. of Iowa, **LaGrave;** Gifford-Brown, **Reynolds;** Hospital Service of Iowa, **Truppe;** "Lutheran Vespers," **LaGrave;** Super Valu Food Stores, **LaGrave.**

#### WALLACE ADVERTISING AGENCY\*

213 Masonic Temple Bldg., Des Moines, Iowa. 4-8173

**Ross Wallace, John C. Wallace**



Boeck Feed Co. (commercial feeds), Pioneer Hi-Bred Corn Co. (hybrid corn)

#### FORT DODGE

**RATHERMEL ADVERTISING AGENCY\***  
9 South Tenth St., Fort Dodge, Iowa.  
4-1401

**Gene M. Rathermel**

Albert City Mfg. Co., Baker Mfg. Co., Bodensteiner Mfg. Co., Calmar Mfg. Co., Chantland Mfg. Co., Flat Top Machine Co., Harberts Mfg. Co., Hunter Mfg. Co., Kopp Mfg. Co., Larson-Swanstrom Co., Lenz Mfg. Co., Mauly Mfg. Co., Northwest Steel Co., Roskamp Huller Mfg. Co., Schrader Mfg. Co., Simonsen Iron Works, Simonsen Mfg. Co., Soderholm Mfg. Co.

#### SIOUX CITY

**DOVE ADVERTISING AGENCY**  
541-42 Benson Bldg., Sioux City, Iowa.  
2-0541

**Frank Dave, Richard Dove**

Kooiker Mfg. Co. (farm machinery), **F. Dave**; Silent Sioux Corp. (heating equip.), **R. Dave**; Wind-King Elec. Mfg. (Moz-All Power mower), **F. Dove**

**W. D. LYON ADVERTISING CO.\***  
373 Orpheum Bldg., Sioux City, Iowa.  
8-5545

**Don Carlos, Mgr.; Bob Colburn, Radio-TV dir.**

Assoc. Hospital Service (Blue Cross), **Carlos**; Cowles B'casting Co., **Carlos**; Gerkin Co. (bldg. specialties), **Calburn**; Tolerton & Warfield Co. (whls. grocers), **Calburn**; Wells Blue Bunny (ice cream mfrs.), **Wigman Co.** (plumbing distributors), **Calburn**; Wilson Trailer Co. (livestock trailers), **Carlos**

## KANSAS

#### KANSAS CITY

**MERRITT OWENS ADV. AGENCY.\***  
365 New Brotherhood Bldg., Kansas City, Kansas. Drexel 1-7250

**Fritz Lisec, Merritt Owens**

C. W. Jones Co. (home developer), **Lisec**; Pearson-Ferguson Chemical Co., **Owens**; Thriftway Food Stores, **Lisec**

#### WICHITA

**ASSOCIATED ADVERTISING AGENCY\***  
120 S. Market St., Wichita 2, Kans. Amherst 7-1201

**Jahn Beach, Preston D. Huston, C. R. Sullivan, Lewis Foster**

Bryant-O'Conner (distributors), **Beach**; Dod-

son Mfg. (silos, farm bldg.), **Beach**; Jobber's, Inc. (distributors), **Faster**; Salina Supply (distributors), **Faster**; Steffen Dairy Foods Co., **Beach**

**LAGO & WHITEHEAD\***  
514 South Topeka, Wichita 2, Kansas. Amherst 2-7424

**Jack E. Grant, A. Byran Kenyan, H. Whitehead, W. Hardwick, J. Ludiker, Miles Tad Williams**

Cella Vineyards (wines & grape juice), **Grant**; Hlesston Mfg. Co. (farm equipment), **Grant**; Hyde Park Dairies (dairy prods.), **Ludiker**; Killion Service Stations, **Grant**; Mart Stores (clothing), **Grant**; Mid-States Waterproofing Co. (swim pools), **Grant**; RCA Dist. Corp., **Ludiker**; The O. A. Sutton Corp. (fans & air conditioners), **Whitehead, Hardwick, Williams**; Wolfe Music Co. (musical instruments), **Grant**

**McCORMICK-ARMSTRONG CO.\***  
1501 E. Douglas Ave., Wichita 1, Kansas. Hobart 4-1364

**Oliver Buswell, J. L. Johnson, Dick Anderson, Warren Kinney, V. D. Mayo, H. R. Laudermilk, R. T. Aitchison, Donald G. Farbes, J. O. Osburn**

Armstrong Creamery Co. (ice cream), **Anderson**; Derby Refining Co. (petroleum prods.), **Jahson**; Dick Price Motors (Lincoln & Mercury), **Osburn**

## KENTUCKY

#### LOUISVILLE

**FRED R. BECKER ADV. AGENCY\***  
901 Washington Bldg., Fourth & Market Sts., Louisville, Ky. Juniper 5-5268-9

**Ted D. Tighe, Fred R. Becker**

Blue Cross Hospital Plan, **Tighe**; Hirsch Brothers & Co. (Paramount foods), **Becker**; Lincoln Income Life Ins. Co., **Becker**; Major Appliance Div., Stratton & Terstegge, **Becker**

**DOE-ANDERSON ADV. AGENCY\***  
315 Commonwealth Bldg., Louisville 2, Ky. Juniper 5-3193

**G. P. Wagner, media buyer**

Commonwealth Life Ins. Co., Federal Chemical Co. (Federal fertilizer), Grocers Baking Co. (honey-krust bread)

**FARSON, HUFF & NORTHLICH\***  
1110 Republic Bldg., Louisville 2, Ky. Wabash 3227

**J. R. Will, dir. Radia & TV; J. S. Huff, H. E. Logsdan, R. Turpen, Emil Stein**

Beverly Motors (new cars), **Stein**; Delmonico Foods (macaroni prods.), **Huff**; Logan Co. (mattresses), **Huff**; Louisville Trust Co., **Turpen**

## LOUISIANA

#### BATON ROUGE

**HERBERT S. BENJAMIN ASSOC.\***  
234 Main Street, Baton Rouge, La. 3-2847

**Darothy S. Johnson**

Crawford Corp. (prefab. houses), Fidelity National Bank, Kleinpeter Farms Dairy, Kornmeyer's Furniture Co., Picadilly Cafeterias, Wright Insurance Agency

#### NEW ORLEANS

**FITZGERALD ADVERTISING AGENCY\***  
Lee Circle Bldg., 1040 St. Charles Ave., New Orleans, La. Tulane 3131

**Wm. H. Thomas, dir. Radia-TV dept.; E. Bayd Seghers, ass't.; Marie O'Meara, Jae Epstein, Jr.**

Alaga Syrup Co., **O'Meara**; Coca-Cola, **O'Meara**; Godechaux Sugars, **O'Meara**; H. G. Hill Stores, **O'Meara**; Jackson Brewing Co., **Seghers**; Louisiana State Rice, **O'Meara**; Pioneer Flour Mills, **Epstein, Jr.**; Scoco-Crustene, **O'Meara**; Wesson Oil & Snowdrift, **Seghers**

**ROBERT KOTTWITZ ADVERTISING\***  
540 Audubon Bldg., New Orleans 16, La. Canal 8185

**William R. McHugh, Robert Kattwitz, Jr., Margaret A. Dalton**

Am. Liberty Marketing Co. (Almco), **Dalton**; Brennan's Old Absinthe House, **McHugh**; Vivian J. Gelpi Co. (Goebel beer), **Kottwitz, Jr.**; National Food Products, **McHugh**

**WALKER SAUSSY ADVERTISING\***  
Penthouse, Texas Co. Bldg., New Orleans 16, La. Canal 9212

**Walker Saussy, Jules Rabert, Jas. C. Shields, Jr., Stanley Starr, Darathea Schlessinger, Jahn Brawn, Wallace Dorion, Jr., Dwight Ziegelsch, Alvin C. Camus**

Am. Brewing Co. (Miami Regal Beer), **Saussy**; J. H. Bonck Co. (Tulane sport & dress shirts, work clothes), **Ziegelsch, Darion**; California Wine Assoc. (wines & brandy), Elmer Candy Co. (Elmer's candies), **Schlessinger**; Henderson Sugar Refinery Co. (Henderson's superfine sugars), **Starr**; Wm. B. Reilly Co., Inc. (Luzianne & R. T. coffee), **Shields, Jr., Starr, Robert**

**WHITLOCK, SWIGART AND EVANS\***  
327 Exchange Place, New Orleans, La. Express 2148

**Bache McE. Whitlock, Daniel G. Evans, Frederic R. Swigart**

American Beverage Co. (RC Cola), **Swigart**; A. Bolonga & Co. (Monogram wine distr.), **Evans**; Dalton's (department store),



**Evans;** Gold Seal Creamery (dairy prods.), **Evans;** Uddle & Taormina Co., Inc. (Progresso Italian foods), **Evans**

## MAINE

### PORTLAND

#### **SIMONDS, PAYSON CO.\***

53 Exchange St., Portland, Me. Spruce 4-3971

**H. C. Baxter, T. D. Chellis**

Brooke Bond Tea Co., **Baxter;** Maine Dept. of Industry & Commerce, **Baxter;** Maine Milk Tax Comm., **Baxter;** Schlatterbeck & Foss (Foss extracts & salads), **Baxter;** Seaboard Packing Co. (Neptune sardines), **Chellis;** Snow Flake Canning Co. (Baxter's finest frozen foods), **Baxter**

## MARYLAND

### BALTIMORE

#### **CLINTON D. CARR & CO.\***

2505 N. Charles St., Baltimore 18, Md. Hopkins 7-8166

**C. D. Carr**

Army Times Publishing Co., National Central Bank, Monumental-Security Storage Co., Pal (Orangeade), Tru-Ade Bottling Co. (Balt.)

#### **W. B. DONER & CO., ADVERTISING**

2225 N. Charles St., Baltimore 18, Md. Belmont 5-1212

**Donald E. Leonard, media dir.; Herbert D. Fried, Arne N. Ramberg, Ann Pressman, Ruth Cliff**

Chemical Products Co., Gardner Oldsmobile, Motor Sales Co., National Brewing Co. of Orlando, Phillips Packing Co.

#### **EMERY ADVERTISING CORP.\***

1201 St. Paul St., Baltimore 2, Md. Plaza 2-2393

**R. I. Highleyman**

Balt. Federal Savings & Loan, Medusa Cement Paints, RWL Wine Co.

#### **THE S. A. LEVYNE CO.**

343 St. Paul Place, Baltimore 2, Md. Mulberry 5-3390

**Marion Dietz, timebuyer**

Balt. Paint & Color Works (Wall-Fix & Gleem paints), Cat's Paw Rubber Co. (Cat's Paw heels & soles, Cat-Tex soles, Microlite soles), Martin Gillet & Co. (House of Lords tea), Murphy Paint Corp. (Murphy paints), Owens Yacht Co. (Owen's Flagship, Speedboat, Flagship engines)

#### **ROMAN ADVERTISING AGENCY**

810 N. Calvert St., Baltimore 2, Md. Mulberry 5-8282

**James A. Miller**

D & H Distributing Co. (RCA Victor prods.), Wm. B. Reily & Co. (Luzianne coffee & tea), White Coffee Pot Restaurants, J. S. Youle & Co. (Pillar Rock salmon)

#### **SPEED & CO.**

101 E. Redwood St., Baltimore 2, Md. Mulberry 5-1817

**Anne M. Engers, F. B. Speed, Jr.**

Balt. Gas & Elec. Co., **Speed, Jr.;** Delvale Dairies (ice cream), **Engers;** Royal Crown Bottling Co. of Balt., **Engers**

#### **VANSANT, DUGDALE & CO.\***

15 E. Fayette St., Baltimore 2, Md. Lexington 9-5100

**Rita G. Eastman, all accts.; Evelyn Huttman, assistant**

Am. Brewery (beer), Am. Seed (mail order), Anchor Post Prods. (fences), Black & Decker (power tools), Harry Campbell (Sakrete ready mix concrete), Crosse & Blackwell (foods), Fram Corp. (auto filters), Lord Calvert Coffee, Glenn L. Martin Co. (aircraft & develop.), Md. Hospital (Blue Cross & Blue Shield), Md. Milk Producers (Dairy Co-op.), Olin Mathieson Chem. Corp. (anti-freeze), Royster (fertilizer)

## MASSACHUSETTS

### BOSTON

#### **ALLIED ADVERTISING AGENCY\***

100 Boylston St., Boston 16, Mass. Hubbard 2-4100

**Howard Shamban**

Beacon Company (floor wax)

#### **ARNOLD & CO.\***

262 Washington St., Boston 8, Mass. Richmond 2-1220

**Edward Maltzman, TV-Radio dir.**

Acta Corp. (Unicorn records, classical recordings), Cadillac-Olds (automotive), Formaid Co. (bras), Fox-Cross Candy Co. (Charleston Chew), Old Monastery Wine Co. (wines), H. H. Scott (hi-fidelity components), Stop & Shop Supermarkets (chain stores), Talbot Pontiac

#### **BADGER & BROWNING & PARCHER**

75 Federal St., Boston 10, Mass. Liberty 2-3364

**Franklin S. Browning, Jr.**

Star Market Co. (super market chain), Parker Brothers (games)

#### **BAHN ADVERTISING CO.**

115 Chauncy St., Boston 11, Mass. Liberty 2-4206

Bellemeade Footwear, Formcraft (Ciro bras), Manchester Hosiery Mill (Lady Hampshire hosiery, Ironwear-insured nylons, Ipswich nylons), Tennessee Knitting Mill (hosiery)

#### **BBDO\***

162 Boylston St., Boston 16, Mass. Copley 7-7800

**George L. Mattheson, media dir.; G. Wright Briggs, Jr.**

Am. Radiator and Standard Sanitary Corp., Liberty Mutual Insurance Co., Maine Sardine Council, New England Coke Co., The F. & M. Schaefer Brewing Co. of Mass., The Southern New England Telephone Co., R. H. Stearns Co.

#### **BENNETT & NORTHROP\***

711 Boylston St., Boston 16, Mass. Kenmore 6-3820

**Elizabeth D. Parsons**

(CBS-Hytron (tubes), Coes & Young (men's shoes), Kyanize Paints, Sands, Taylor & Wood Co. (King Arthur coffee & flour), James O. Welch Co. (candy), Crosby Molasses Co., Ltd., W. H. Schwartz & Sons, Ltd. (coffee), Sussex Ginger Ale, Ltd. (soft drinks)

#### **JULIAN BRIGHTMAN CO.\***

702 Beacon St., Boston, Mass. Commonwealth 6-0130

**Julian Brightman, Sidney H. Kerber, Irene H. Kelleher**

C. H. Alden Shoe Co. (Alden-Pedic shoes), Ace Venetian Blind Mfg. Co., Albany Novelty Mfg. Co., Angel Novelty Co. (wood prods.), Astor Products Co. (exterminating prods.), Banner Sportswear Co., Carlton Mfg. Co. (plastics), Carpenter-Morton Co. (paints & varnishes), Globe Sporting Goods, Harvard Specialty Mfg. Co. (table tennis sets & balls), Hilo Varnish Co. (industrial finishes), Kloss Industries (loud-speakers), Leavitt Machine Co. (air separators & valve reseaters), Mobeco (cold cathode lighting), National Novelty (games), New Can Co. (metal containers), Northeastern Distributors (TV & appliances), Northeastern Wallpaper Corp., Old Colony Shoe Co., Reiss Assoc. (plastic laminates), Richard, Sexton & Wells (housewares), Sexton Can Co. (industrial containers), Stern Can Co. (cans), Table Tennis Corp., Universal Table Tennis (table tennis nets), Wallpaper Wholesalers Assn.

#### **HAROLD CABOT & CO.\***

136 Federal St., Boston 10, Mass. Hancock 6-7600

**David R. Williams**



Boston and Maine Railroad, Carling Brewing Co. (Black Label beer, New England only), Chicquot Club (beverages), New England Elec. System, New England Telephone & Telegraph, S. S. Pierce Co. (grocers & importers)

**DOREMUS & CO.\***

60 Battery March St., Boston 10, Mass.  
Hubbard 2-5665

**Ruth L. Simonds, media dir.**

Algonquin Gas Transmission Co. (regional gas promotion coop.), Automatic Heating Corp. (Timken oil burners, storm windows), Pastene (canned food & wine), Eugene Rothmund (Dutchman brand sausage prods.), Seiler Foods (frozen)

**JOHN C. DOWD†**

212 Park Sq. Bldg., Boston, Mass. Hubbard 2-8050

**Wm. H. Monaghan, media dir.; Edward J. Regan, asst.**

Burnham & Morrill Co., Cott Bottling, First National Stores, Megowen Educator Food Co., Revere Sugar Refinery

**SAMUEL GERBER ADVERTISING AGCY.**

146 Summer St., Boston 10, Mass. Liberty 2-3209

**Samuel M. Gerber**

Mastercraft Products (mail order), Moccasin-Craft (women's shoes, mail order), Mother Hubbard's (mail order)

**INGALLS-MINITER HAUGHEY CO.\***

137 Newbury St., Boston 16, Mass. Commonwealth 6-5767

**Nancy Dixon, dir. media & pub. rel.**

Bay State Macaroni Co., Boston Sausage & Provision Co., Carroll Reed Shops (casual & ski wear), Dawson's Brewery (beer & ale), Friend Bros. (beans, other food prods.), Groveton Paper Co. (Vanity Fair & Blue Ribbon paper products), Kennedy & Co. (food stores), Knapp Bros. Shoe Mfg. Co., La Touraine Co. (coffee), The Moxie Co. (soft drinks), New England Hdw. Dirs. Assn., H. J. Theiler Co. (textile machinery), Usen Canning Co. (Tabby cat food), Wheeler Reflector Co. (industrial & street lighting)

**HAROLD F. LEWIS ADVERTISING CO.\***

18 Tremont St., Boston, Mass. Capitol 7-7077

**Victor H. Carr, Gretchen Knauff, J. Leonard Michelson**

Auto Engineering Co. (foreign cars), Carr; Glendale Coal & Oil Co., Carr; Hansen MacPhee, Carr; Hyde Bird Feeder Co. (wild bird prods.), Int'l. Shoe Machinery Co.,

Carr; Plymouth Rock Gelatin (desserts), Carr; Security Fence Co., Carr; Specialty Automatic (printing presses), Standard Chocolate Co. (Donna Deane), Michelson; Statler Tissue Corp., Michelson; Tele-Vane Co. (television), Michelson

**LLOYD ADVERTISING**

9 Newbury St., Boston 16, Mass. Copley 7-6540

**John Kurkjian, Joseph Blue**

Savings & Loan Associations and Cooperative Banks

**ROBERT F. O'BRIEN & CO.**

420 Boylston St., Boston 16, Mass. Kenmore 6-1207

D'Arrigo Bros. (broccoli & celery), J. W. Leavitt Co. (Teddy brand), Monmouth Canning Co., K. J. Quinn Co. (Scuffy shoe polish)

**PARSONS, FRIEDMANN & CENTRAL\***

101 Tremont St., Boston 8, Mass. Hancock 6-8622

**Robert Aronson**

Ace Photographic Supply Corp., Ambassador Shoe Corp., Blake Industries (toys), Dickson Buick, Dunham Brothers Co. (shoes), Faulkner Mfg. Co. (seat covers), Gale Hall Engineering (Mile-O-Meter), Great Scott Shoe Corp. (children's shoes), Household Research Corp. of America (Nylon-Brite), Lawrence Plycraft, Maine Mfg. Co., New England Surplus Sales Co. (mail order), White Cross Home Prods. (home aids)

**REILLY, BROWN & TAPPLY\***

216 Tremont St., Boston 16, Mass. Hancock 6-8070

**Arthur F. Brown, pres.; George Heathcote, radio-tv dir.**

R. E. Jarvis (power mowers), Brown; Sykes Hernia Control, Brown; Thompson Buick Co., Brown; Winfield Brooks Co. (TM-4 paint remover), Heathcote

**SILTON BROTHERS\***

131 Clarendon St., Boston 16, Mass. Copley 7-3730

**Earle W. Hoffman, media dir.; Marie E. Kachinski, space-timebuyer**

Barcolene (all purpose cleaner), Elm Farm Food Stores, Luby Chevrolet (auto dlr.), New England Provision Co. (meats)

**SUTHERLAND-ABBOTT**

581 Boylston St., Boston 16, Mass. Copley 7-8600

**T. R. Covey, Jr., radio-tv dir.; Joanne Barbour**

Am. Optical Co., Am. Sisalcraft Co., Blue Cross, Blue Shield Insurance, Gold Filled Mfrs. Assn., Homelite Corp.

**TIPPETT & CO.\***

6 Abbott Road, Wellesley Hills Sta., Boston 82, Mass. Wellesley 5-6550

**O. W. Tippet, S. R. Tippet, Leonard Russell, Lewis Briant**

Briggs Maroney Co. (Bri-Mar paints), Tippet; Coombs & McBeacht, Inc. (Ford dlr.), Tippet, Russell; Silent-Flo Filter Mfg. Co. (water filter), Tippet

**GREENFIELD**

**RICHARD R. BRUCE**

20 Federal St., Greenfield, Mass. Prescott 4-4396-97

**Richard R. Bruce, pres.; Anne P. Surprenant**

Eastern States Exposition (fair), Western Mass. Electric Co. (public utilities)

**SPRINGFIELD**

**GIBNEY AND BARRECA\***

100 Chestnut St., Springfield 3, Mass. Republic 9-7334

**Marion E. Woods**

Eastern States Farmers' Exchange, Springfield Five Cents Savings Bank, Third National Bank & Trust Co., Western Mass. Electric Co.

**WORCESTER**

**C. JERRY SPAULDING\***

201 Commercial St., Worcester, Mass. Pleasant 3-4789

**C. Jerry Spaulding**

Bowker-Hamblin-Malmquist (General Tire dealers), Smith & Fyfe (ice cream mfg.), People's Savings Bank

## MICHIGAN

**BENTON HARBOR**

**PAXSON ADVERTISING**

720 E. Main St., Benton Harbor, Mich. Walnut 6-2109

**Chester R. Wold**

Michigan Fruit Sponsors (fresh fruits & vegetables)

**BLOOMFIELD HILLS**

**MacMANUS, JOHN & ADAMS**

Long Lake Rd. & Woodward Ave., Bloomfield Hills, Mich. Midwest 6-1000

**Elmer W. Froehlich, media dir.; Charles N. Campbell, William A. Bushway, John T. Hartigan**

Cadillac Motor Car Div., Campbell, Hartigan; Dow Chemical Co. (Saran Wrap, agri-



cultural chemicals, Penta, anti-freeze), **Bushway**; S. S. Kresge Co. (various), **Campbell**; Minn. Mining & Mfg. Co. (Sasheeu ribbon, gift wrap tape), **Campbell**; Pontiac Motor Div., **Campbell, Hartigan**

#### DETROIT

##### THE ALLMAN COMPANY\*

814 Free Press Bldg., Detroit 26, Mich.  
Woodward 2-8750

**John M. Klack, dir. of media & research**

Bureau of Lathing and Plastering of the Detroit Area, Dayton Rubber Co. (tire div.), Fruehauf Trailer Co., Indiana Motor Truck Assn., Truscon Laboratories

##### BEAUMONT & HOHMAN

2312 Book Tower, Detroit 26, Mich. Woodward 3-1109

**I. C. Bettiker**

Michigan Tourist Council, Semmler Wholesale Supply Co. (water heaters)

##### KARL G. BEHR ADVERTISING AGENCY\*

300 Francis Palms Bldg., Detroit, Mich.  
Woodward 1-1087

**Pauline V. Charland**

Detroit Free Press, MacDonald Trailer Sales

##### BELTAIRE ASSOC.\*

1104 Maccabees Bldg., Detroit 2, Mich.  
Temple 2-7150

Kars Nuts, Schafer Bakeries

##### D. P. BROTHER & CO\*

General Motors Bldg., Detroit 2, Mich.  
Trinity 2-8250

**Watts Wacker, media dir.; Richard Hoffman, John J. Walsh**

AC Spark Plug Div. (Electronics Div., spark plugs, oil filters, fuel pumps), **Walsh**; Guide Lamp Div. (Antronic-Eye headlamps), **Walsh**; Harrison Radiator Div. (radiators & heat exchangers), **Walsh**; Hyatt Bearings Div. (roller bearings), **Walsh**; New Departure Div. (ball bearings), **Walsh**; Oldsmobile Div., **Walsh, Hoffman**; Saginaw Steering Gear Div. (power steering), **Walsh, Hoffman**

##### CAMPBELL-EWALD†

4th Floor, General Motors Bldg., Detroit, Mich. Trinity 2-6200

**J. J. Hartigan, senior v.p.; R. H. Crooker, Jr., R. E. Fischer, L. N. Harabadian, N. G. Jackman, J. J. Passmore**

Chevrolet Motor Div., General Motors Corp., Detroit Edison Co., General Motors Acceptance Corp., Goebel Brewing Co., Rheem Mfg. Co., United Motors Service, Div. of General Motors Co.

##### CLARK & BOBERTZ†

826 Fox Bldg., Detroit, Mich. Woodward 1-5500

**R. J. Terbrueggen, media dir.; Ruth Speelman**

Citizens' Mutual Auto Ins. Co., Mario Food Products, Michigan Life Ins. Co., Moto-Mower Co.

##### DAVIS-DANIELS ADVERTISING

139 Cadillac Square, Detroit 26, Mich.  
Woodward 5-9874

**Monroe D. Molner, Harry H. Goldberg**

Brennan Appliance (RCA Whirlpool dist.), **Molner**; Carbonated Beverages (Sweet 16), **Molner**; Crown Furniture, **Goldberg**

##### W. B. DONER AND CO.\*

505 Washington Blvd. Bldg., Detroit 26, Mich. Woodward 7-7100

**Ellen K. Dryer, media dir.; Bernice Jones, Mary White**

Delsoy Distributors (Delsoy prods.), Detroit Creamery Co. (Sealtest milk & ice cream), D. W. C. Cigar Corp. (R. G. Dun, El Verso, Ben Bey cigars; Emerson, San Felice, Santa Fe cigars), Federal Department Stores, L. Perrigo Co. (Hi-Potency vitamins), Radio Distributing Co. (Norge appls.), Rox Products Co. (masonry paints), Speedway Petroleum Corp. (Speedway 79 & Dayton tires), Top Pop Prods. (EZ Pop popcorn & EZ Pop pop)

##### GEYER ADVERTISING

11250 Plymouth Road, Detroit 32, Mich.  
Webster 3-5520

**J. R. Telisky**

Aut. Motors Corp. (Rambler, Nash, Hudson, Metropolitan)

##### GLEASON ADVERTISING AGENCY\*

726 Fisher Bldg., Detroit 2, Mich. Trinity 3-8181

**Marjorie M. Sawyer, media dir.; Peggy Van Camp**

Aunt Jane's Pickles, **Van Camp**; Kretschmer (wheat germ), **Sawyer, Van Camp**; Roman Cleaner (bleach), **Van Camp**; Solventol (household cleaner), **Van Camp**

##### GLOBE ADVERTISING SERVICE\*

Bellerue & Jefferson Ave., Detroit 7, Mich. Lorain 7-6682

**Sam Picks, Paul Smith**

Johnson Smith & Co. (mail order), **Picks**; World Novelty Co., **Smith**

##### GRANT ADVERTISING\*

2900 Guardian Bldg., Detroit 26, Mich.  
Woodward 3-9100

**W. A. Hammond, media dir.; J. A. Brawn, asst. media dir.; David Balnaves**

Dodge Div., Chrysler Corp. (Dodge cars), **Balnaves**; Electric Auto Lite Co. (spark plugs, batteries, etc.), **Balnaves**; Tolent Chemical Co. (toothpaste & cough drop), **Balnaves**; Plymouth Div., Chrysler Corp. (Plymouth cars), **Hammond, Balnaves**

##### MAXON

2931 E. Jefferson Ave., Detroit 7, Mich.  
Loraine 7-5710

**P. C. Beatty, media dir.; R. D. Reiss, Al Duz**

Corning Glass Works (Pyrex ware), **Beatty, Reiss**; Gruesedick Bros. Brewery Co. (beer), **Reiss**; H. J. Heinz Co. (Heinz 57 Var.), **Beatty, Reiss**; Pfeiffer Brewing Co. (beer), **Duz**

##### OTTO & ABBS\*

Guardian Bldg., Detroit 26, Mich. Woodward 1-6750

**Rudrick R. Otto, Jerome K. Abbs**

Michigan Mutual Liability Co., **Otto**; Noy-Dancey, **Abbs**

##### ROSS ROY

2751 E. Jefferson Ave., Detroit 7, Mich.  
Loraine 7-3900

**Carl E. Hassel, Ron A. Post**

Dodge Div., Chrysler (trucks), Stewart-Warner (Instant Heat car heater)

##### SIMONS-MICHELSON CO.\*

1126 Lafayette Bldg., Detroit, Mich. Woodward 3-3300

**Richard Hughes, radio & tv dir.; Arthur Capland, Lawrence J. Michelson, Sam Rubin, Jash Sarasohn, L. N. Simons, Cynthia Halmes, Mary D. Moore, Joseph Morrison, Rudy Meyersahn, William Murray, Noble Lawson, Evelyn Keller**

E & B Brewing Co., **Simons**; Epps, International Merchandise, **Sarasohn**; Marshall's Drug Stores, **Michelson**; Mohawk Lumber, **Sarasohn**; Morris Buick, **Simons**; Sealy Mattress, **Hughes**; Velvet Peanut Prods. **Hughes**

##### TECH AGENCY\*

1004 E. Jefferson Ave., Detroit 7, Mich.  
Woodward 2-7367

**Marie M. Winthrop, Valore L. Marcinak**

American Eagle Spark Plug Corp., **Marcinak**; Dynex (Electromite Electric cars), **Winthrop**; Michigan Bean Shippers Assoc., **Winthrop**

#### GRAND RAPIDS

##### BEN DEAN ADVERTISING AGENCY\*

50 Ransom, N. E., Grand Rapids 3, Mich.  
GL 8-0666



**Ben Decn, Jr.**

Grand Rapids Mutual Fed. Savings & Loan,  
Michigan Consolidated Gas Co.

#### KALAMAZOO

##### **McLAIN & ASSOC. ADVERTISING\***

426-428 W. South St., Kalamazoo, Mich.  
Fireside 3-5111

**N. Baird McLain, owner; R. W. Wading-  
tan**

Am. National Bank & Trust Co., First Fed-  
eral Savings & Loan Assn.

#### LANSING

##### **CAPITAL ADVERTISING\***

528 N. Washington Ave., Lansing 33,  
Mich. Ivanhoe 9-7501

**D. Bruce Anderson**

McKay Lumber Co., Michigan Elevator Ex-  
change, Standard Block & Supply Co.

#### MIDLAND

##### **CHURCH & GUISEWITE ADV.**

121 McDonald St., Midland, Mich. Tem-  
ple 5-7111

**Jahn Church, pres.**

Dow Corning Corp. (silicones, shoe saver,  
sight savers)

## MINNESOTA

#### MINNEAPOLIS

##### **BBDO\***

1640 Northwestern Bank Bldg., Minne-  
apolis, Minn. Federal 8-8401

**Hale Byers, head timebuyer**

Cream of Wheat, General Mills, Iron Min-  
ing Industry of Minnesota, Minnesota Min-  
ing & Mfg. Co., Northwestern Telephone  
Co., Jacob Schmidt Brewing Co.

##### **BRUCE B. BREWER & CO.\***

400 Foshay Tower, Minneapolis 2, Minn.  
Federal 3-8101

**Mary Ann Schultz, media buyer**

Am. Crystal Sugar, Cargill (hybrid corn),  
Lan-O-Sheen, Inc. (Lan-O-Sheen & Lan-O-  
Wipe cleaners), Nutrena Mills (feeds, dog  
food)

##### **CAMPBELL-MITHUN\***

1300 Northwestern Bank Bldg., Minne-  
apolis, Minn. Federal 9-7383

**Arthur H. Lund, v.p., radio-tv dir.; Phil  
Archer, timebuying supervisor; Pat Brau-  
wer, Marian Clark Manzer, Rudi Marti,  
Evan Prase, Katherine Thulin**

Charmin Paper Mills (paper prods.), **Marti**;  
Fenn Brothers (candy), **Thulin**; Gold Seal  
Co. (glass wax, snowy powder bleach, wood

cream), **Brauwer**; Theo. Hamm Brewing  
Co. (Hamm's beer), **Prase**; Kroger Co. (St.  
Louis), **Marti**; Land O'Lakes Creameries  
(dairy prods.), **Prase**; Land O'Lakes Feeds,  
**Prose**; Larsen Co. (frozen, canned vegs.),  
**Thulin**; Malt-O-Meal Co. (hot wheat cereal),  
**Brauwer**; Munsingwear (lingerie, sleepwear),  
**Brauwer**; Nash Coffee Co., **Manzer**; Nash-  
Finch Co. (canned foods), **Manzer**; North-  
west Airlines, **Brauwer**; Pillsbury Mills  
(Ballard flour & biscuits, grocery prods.,  
refrigerated prods. and Globe flour), **Brau-  
wer**; Pillsbury Mills (flour), **Marti**; Pills-  
bury Mills (feed & soy div.), **Manzer**

##### **FIRESTONE-GOODMAN ADVERTISING AGENCY**

1801 Nicollet Ave., Minneapolis, Minn.  
Federal 5-3114

**Allan Firestone, Archie L. Goodman,  
Richard J. Firestone**

The Lustra-Silk Corp., **R. J. Firestone**

##### **JOHN W. FORNEY\***

Foshay Tower, Minneapolis 2, Minn. Fed-  
eral 6-3643

**Jaan M. Jackson**

Great Northern Railway Co., Russell-Miller  
Milling Co. (family flour), Sweetheart Asso-  
ciated Cos. (bakeries)

##### **FOULKE AGENCY**

2340 Rand Tower, Minneapolis 2, Minn.  
Federal 9-5581

**R. W. Faulke, Eugene H. Gauld**

Henepin Federal Savings & Loan, **Faulke**

##### **GOUSHA ADVERTISING\***

130 S. 10th St., Minneapolis 2, Minn.  
Federal 9-6831

**Harry M. Gausha, Jr., Fred J. Major, Jr.**

Bayport Chemical, **Major**; Carr-Cullen Co.  
(millwork), **Major**; Forman, Ford & Co.  
(paint, glass), **Gausha**; Jiffy Balling Co.  
(nursery equipment), **Major**; Margo-Kraft  
(hobby distr.), **Gousha**; Rollco Robot,  
Inc. (water softeners), **Major**; Streater Lum-  
ber, **Gausha**; The Salisbury Co. (mat-  
tresses), **Gousha**

##### **ART GRUBER ASSOC.\***

4401 E. Lake St., Minneapolis, Minn.  
Parkway 1-1661

**Art Gruber, Narman Vinitzky**

Cronstrom Mfg. Co. (portable coolers),  
**Gruber**; Garelick Mfg. Co. (marine sup-  
plies), **Gruber**; Kline Oldsmobile, **Gruber**;  
Margo Kraft (hobby & toy dist.), **Vinitzky**;  
Midway Chevrolet (St. Paul) & Downtown  
Chevrolet (Mpls.), **Vinitzky**; Midway Ford  
Co., **Gruber**; Old Home Creameries (Old  
Home cottage cheese), **Vinitzky**; Pepsi-Cola

Bottling Co. of St. Paul & Minneapolis),  
**Gruber**

##### **RALPH HOBBS ASSOC.\***

638 Midland Bank Bldg., Minneapolis 1,  
Minn. Federal 9-0026

**Ralph W. Hobbs, William T. Carnish,  
Edith Shepherd**

Anaconda Co., Fertilizer Div., **Hobbs**; Milk  
Foundation of the Twin Cities, **Hobbs**; Min-  
neapolis Nash, **Cornish**; Minn. (AFL-CIO)  
Federation of Labor, **Carnish**; Pheoll Mfg.  
Co. (fasteners), **Carnish**; St. Paul Milk  
Dealers, **Hobbs**; Sunset Equipment Co.  
(milk coolers), **Hobbs**; Taber Bushnell Co.  
(Steel-X), **Carnish**; Twin City Milk Pro-  
ducers Assn., **Shepherd**; Twin City Rambler  
Dealers, **Cornish**

##### **RAY C. JENKINS ADV. AGENCY\***

1240 Builders Exchange, Minneapolis 2,  
Minn. Federal 2-4421

**Ray C. Jenkins, Kenneth L. Nardstrom,  
Allan Royse**

Fairchild's Orange Butter, **Jenkins**; M. A.  
Gedney Co. (processors of pickles & salad  
dressings), **Nordstrom**; Jewel House, Inc.  
(Co-op jewelry org.), **Jenkins**; Mitchell-  
Boyer (Lincoln-Mercury), **Jenkins**; Jacob  
Ries Bottling Works (Rock Spring bever-  
ages), **Jenkins, Nordstrom**; August Schell  
Brewing Co. (Deer brand), **Jenkins**

##### **KEN NELSON ASSOC.\***

1244 Baker Bldg., Minneapolis 2, Minn.  
Federal 6-4102

**Kenneth A. Nelson, Walter Swanson,  
Ralph Rabertsan**

Cook Appliances (magic chef ranges, warm  
morning incinerators), **Robertson**; F. C.  
Hayer Co. (RCA Whirlpool, RCA Victor,  
Hoover), **Rabertsan**; Henderson Mfg. Co.  
(Block Heaters Mfrs.), **Robertson**; Nutri-  
Seal Stainless Steel (kitchen utensils), **Rab-  
ertsan**; Reinhard Bros. Co. (Norge, Zenith  
TV), **Nelson, Rabertsan**; S & H Mfg. Co.  
(silage unloaders & chippers), **Rabertsan**;  
Slocum-Bergren Co. (food stores), **Nelson**;  
Stark Radio Supply Co. (Sentinel TV),  
**Nelson**; Bryant Whitesell Co. (heating, air  
conditioners, water heaters), **Nelson**

##### **LLOYD W. NELSON\***

501 Syndicate Bldg., Minneapolis 2, Minn.  
Federal 8-4753

**Lloyd W. Nelson, Richard M. Day**

Arthur Murray Studios (Mpls., St. Paul),  
Sigwald Engineering Co., W. F. Smith Tire  
& Battery Co.

##### **OLMSTED & FOLEY\***

1200 Second Ave., So., Minneapolis 3,  
Minn. Federal 3-8166



## Warren T. Way

Clover Leaf Creamery Co., Marshall-Wells Co. (paint, appls.), N. Am. Life & Casualty Co., Owatonna Canning (festal vgs.), Waterman-Waterbury Co. (Furnace air cond.)

## KNOX REEVES ADVERTISING\*

600 First National Bank Bldg., Minneapolis, Minn. Federal 9-0071

## Jahn Hackett, Rita Wallerius

General Mills (Wheaties, Bisquick & Bisquick refrigerated biscuits, Purity Oats, Red Band, Red Star, Purasnow, Bakers, Rex & White Deer flour), Mars (Milky Way, Snickers, Three Musketeers, Forever Yours & Mars), Minneapolis Brewing Co. (Grain Belt beer), Pacific Gamble Robinson Co. (Sno Boy, Standby foods, Empress coffee)

## PALMER N. REFSDAL AGENCY

482 Sexton Bldg., Minneapolis 16, Minn. Federal 3-8896

## Palmer N. Refsdal

Spray-Brite Co.

## E. W. SANN & ASSOC.

402 Plymouth Bldg., Minneapolis 3, Minn. Federal 7085

## C. W. Stevensan

Federated Mutual Implement & Hdw. Ins. Co., Peoples Federal Savings & Loan Assn.

## SAVAGE-LEWIS\*

1807 Lyndale Ave., S., Minneapolis, Minn. Federal 9-7286

Robert L. Sturgis, media dir.; Carroll E. Crawford, media mgr.

William Barnes (soft drinks, preserves), The Farmhand Co. (farmhand implements), Great Western Sugar Co., The Lavis Co. (mouthwash), McKesson & Robbins (Drug Mfr. & Wholesaler)

## STEIN ADVERTISING AGENCY\*

1030 Midland Bank Bldg., Minneapolis 1, Minn. Federal 9-0589

## N. H. Stein, Jack Perper

M. Capp Mfg. Co. (Capp homes), Excel Garment Co. (Snofo winter wear), International Sash & Door Co. (millwork dealer), The Silcrest Co. (Millwork Mfr.), Universal-Standard Alum. Corp. (alum. windows, doors, awnings, jalousies)

## ST. CLOUD

## THE STOCKINGER CO.

St. Cloud National Bank Bldg., St. Cloud, Minn. Blackburn 1-2140

## Jack Dominik, E. L. Stockinger

Cold Spring Beer, Dominik; Lakeland Bakeries (wholesale), Stockinger

## ST. PAUL

## DAVID ADVERTISING AGENCY\*

First National Bank Bldg., St. Paul 1, Minn. Capital 13872

Quentin J. David, Q. J. David, Jr., Rosemary Castar, Roger H. David

C & N W System (Omaha div.), H. David; Crane Co. of Minnesota, H. David; Minnesota Brewers Assn., J. David; Minn. Crop Improvement Assn., Q. J. David; Peters Meat Products Co., J. David, Castar; Sanitary Farm Dairies, J. David; Schuneman's (dept. store), Castar

## THE HARPER CO.

818 Pioneer Bldg., St. Paul 1, Minn. Capital 4-7854

## F. L. Harper, Paul Mandell

Montgomery Ward & Co., Harper; Parade of Homes, Mandell

## E. T. HOLMGREN\*

E-717 1st National Bank Bldg., St. Paul 1, Minn. Capital 5-6585

E. T. Holmgren, pres.; T. V. Drevescraft, v.p.

Industrial Credit Co. (I C Plan loans), Drevescraft; Minn. Farm Bureau Service Co. (fertilizers), Holmgren

## JOHN H. MCGUIRE ADVERTISING AGENCY\*

470 S. Snelling Ave., St. Paul 5, Minn. Mi 9-4978

## Jahn H. McGuire, Harriet E. McGuire

Buster Brown Shoes—Twin City Dirs., Graybar Elec. Co. (appliances), Willard Johnson (Mfrs. reps.), N. W. Office Suppliers, Assn.

## ARNOLD M. NIEMEYER & ASSOC.\*

1018 Pioneer Bldg., St. Paul 1, Minn. Capital 4-3369

## Arnold M. Niemeyer

Downtown St. Paul, Northwestern Refining Co., Pearson Candy Co.

# MISSISSIPPI

## JACKSON

## ROBERT J. PEETS ADVERTISING\*

Court Square South, Tombigbee at President, P. O. Box 1082, Jackson, Miss. 4-2763

## Robert J. Peets, Dean C. Dubais

Magnolia Discount Stamp Co. (trading stamps), Miss. Industries for the Blind (brooms), Tillman Finance Co. (loans)

# MISSOURI

## CLAYTON

## AL MAESCHER ADVERTISING\*

25 S. Bemiston, Clayton 5, Mo. Parkway 7-6981

## Jaan Conrey

Byant Mfg. Co. (heating equipment), Dixie Mills Co. (Dixie feeds), Eckert Orchards Associates (Eckert's Appleberry sauce, Apple juice), R. E. Funsten (Funsten Nuts), General Elec. Appls. Co. (Major appls.), General Elec. Co. Portable Appl. Dept., Meletto Co., Golden Dipt Div. (Golden Dipt breeding, etc.)

## COLUMBIA

## NEDS & WARDLOW ADVERTISING AGENCY\*

Miller Bldg., Columbia, Mo. Gibson 2-3143

## R. G. Neds

Dairy Queen of Missouri (stores), Dalton Co. (Butler Bldg., distrib.), MFA Oil Co. (MFA oil, grease, gasoline), Radlers (Ranch House meat prods.), Uregas Service (Uregas, LP gas)

## JEFFERSON CITY

## JACKSON, HAERR, PETERSON & HALL\*

302 Adams St., Jefferson City, Mo. 6-3107

## Lynn Bickett, Ferne Bret

Griffith Hatcheries (eggs & meat), Bickett; Quisenberry Mills (feed), Bickett

## KANSAS CITY

## BOZELL & JACOBS\*

1016 Baltimore, Kansas City, Mo. Ba 1-4997

## Bert Bremsan, Bob Hughes

Associated Grocers, Bremsan; Schreiber Mills (Sweet Lassy & Lassy agricultural feeds), Bremsan

## CARL LAWSON ADVERTISING\*

1722 Broadway, Kansas City 12, Mo. Jefferson 1-5155

## Jane Carder, Nancy Cherry

Antioch Merchants Assn. (shoppi center), Plaza Merchants Association (shopping center), Wadsworth Homes (prefab.), Cherry; E. H. Wright Co., Ltd. (Bar-B-Q smoke), Cherry

## POTTS-WOODBURY\*

2233 Grand Ave., Kansas City 1, Mo. Grand 1-5775

William J. Brewer, Radio-TV dir.; Gene W. Dennis, Al Christy

American Sheep Producers Council, Christy; Behlen Mfg. Co. (farm equip.), Brewer;



Black, Sivalls & Bryson (steel & fabr. prods.), **Christy**; The Coleman Co. (furnaces and air conditioning), **Dennis**; Comfort Equipment Company (farm sprayers and tractor heaters), **Christy**; D-X Sunray Oil Co. (petrol. prods.), **Dennis**; Interstate Bakeries Corp., **Brewer**; Pen-Jel Corp. (Pectin), **Christy**; Rival Mfg. Co. (housewares), **Brewer**; Roll-O-Matic Co. (tire chains), **Christy**; Sheffield Steel Div., Armco Corp., **Dennis**; Staley Milling Co. (feeds), **Dennis**; Standard Milling Co. (Ceresota, Aristos & Hecker flours), **Christy**; Russell Stover Candies, **Brewer**

#### ST. JOSEPH

##### AYRES, SWANSON & ASSOC.\*

309 KFEQ Bldg., St. Joseph, Mo. 3-0229

##### R. W. Fletcher, H. J. Enright

Anchor Serum Co. (animal health aids), **Fletcher**; Chesmore Seed Co., **Enright**; Etchall (DeRUSTall & Etchall), **Fletcher**; Great Western Mfg. Co., **Enright**; Kellogg-Kelly Seed Co., **Fletcher**; Kirwan Furniture Co., **Enright**; Letts Thermoseal Window Co., **Enright**; Perma Stone St. Joseph Co., **Enright**; Research Laboratories, **Fletcher**; Seitz Packing Co. (meats), **Fletcher**; Vineyard Construction (Perma-Stone), **Enright**; Western Dairy Ice Cream Co., **Fletcher**; Wire Rope Corp. of America, **Fletcher**

#### ST. LOUIS

##### BATZ-HODGSON-NEUWOEHNER ADV.\*

112 N. Seventh St., St. Louis, Mo. Central 1-8907

##### Hiram W. Neuwaehner, Jr., Harry Hanig, Jr.

Bettendorf Stores, Cheer Up Co. (soft drink), Connelly Heating Co., Costello Cottage Cheese Co., Francis Chevrolet Co., International Oil Burner Co., Kaufmann Co. (salads), Klees Oldsmobile, Metro Motors (Dodge-Plymouth), Ravarino-Freschi (Macaroni Prods.), Royal Crown Bottling Co., Salmica (alum. siding)

##### FRANK BLOCK ASSOC.\*

212 Kingshighway, St. Louis, Mo. FO 1-6200

##### Syd Blumenthal, media dir.; Evelyn Langan

General American Life Insurance, Knapp-Monarch Co., Midwest Consumers of Waste Paper, Ozark Airlines

##### D'ARCY ADVERTISING CO.\*

Missouri Pacific Bldg., St. Louis, Mo. Central 1-6700

##### Harry K. Renfra, radio-tv dir.; J. Dalan Walsh, Dan Brady

Anheuser Busch (Budweiser), Banquet Canning Co. (canned, frozen foods), Fedders-Air Conditioning, Lincoln Engineering Co.

(power lubrication systems), McQuay-Norris Mfg. (automotive parts), Missouri Pacific Railroad, Reardon Paints (Bondex, Dramex, etc.)

##### GARDNER ADVERTISING CO.†

915 Olive St., St. Louis 1, Mo. Central 1-3200

##### Frank E. Heastan, media dir.; Frank Clayton, Earl Hatze, Ray Schaenfeld, Grance McMullan, Barbara Frodeman, Mary Howard, Pat Schinzing

Anheuser-Busch (Busch Bavarian beer), Barton Mfg. Co., Godefroy Mfg. Co., Pet Milk Co., Granite City Steel Co., Procter & Gamble Co., Wabash Railroad Co.

##### HIRSCH, TAMM & ULLMAN\*

309 N. 11th St., St. Louis 1, Mo. Central 1-2389

##### Maurice L. Hirsch, pres.; Paul B. Ullman, v.p.; Emil Tamm, v.p., & sec'y.

Freund's Jewelers, **Ullman**; Goodwin Div., Old Judge Foods Corp., **Hirsch**; Hanley & Kinsella Div., Old Judge Coffee Co., **Hirsch**; Heifetz Pickles, **Ullman**; Old Judge Coffee Co., **Hirsch**

##### KELLY, ZAHRNDT & KELLY\*

2343 Hampton Ave., St. Louis 10, Mo. Mission 5-2684

##### Walter W. Zahrdt, Robert Kelly, William H. Thamsan

Jos. A. Mrazek Moving & Storage, Marco Sales, United Van Lines, United Van Lines (Canada) Ltd.

##### KRUPNICK & ASSOC.

520 N. Grand Blvd., St. Louis 3, Mo. Jefferson 3-1723

##### Fred Wuellner

The Branchell Co. (Color Flyte Melmac Dinnerware), Mercantile Trust Co., Roberts Johnson Rand Div. of International Shoe Co. (Poll Parrot & Scamperos)

##### LYNCH, HART & STOCKTON ADVERTISING CO.\*

25 So. Bemiston, St. Louis 5, Mo. Parkview 7-8867

##### Richard C. Lynch, pres.; Jahn T. Hart, v.p. & sec'y.; Richard B. Stacktan, v.p.; Robert J. Waltering, v.p., media dir.; Stewart McCarmick, art dir.; Rase Adams, production mgr.; Jean Cannars, office mgr.

Curtis Mfg. Co. (air compressors, automotive & industrial, air conditioning equipment, residential and commercial hydraulic lifts, automotive and industrial saws, clutch discs), Dairy Queen Advertisers' Assn., Material Handling, Inc. (designers and manufacturers of material handling facilities for

ready mixed operators), National Oats Co. (agric. feeds), Sterling Aluminum Prods. (steel casting), U. S. Royal Tire Service (tires), Vane Calvert Paint Co.

##### MAXWELL ADVERTISING CO.\*

408 Olive St., St. Louis 2, Mo. Garfield 1-0661

##### Joseph A. Maxwell

Lindell Trust Co., Lucky Club Co. (soft drinks)

##### PRATER ADVERTISING AGENCY

705 Chestnut St., St. Louis 1, Mo. Garfield 1-6490

##### Barbara Black, radio-tv dir.

Falls City Brewing Company (beer)

##### RIDGWAY ADVERTISING CO.\*

8008 Carondelet Ave. St. Louis 5, Mo. Parkview 1-3755

##### E. A. W. Schulenburg, Biran Valier, Casper S. Yast, J. J. Haran

Campbell Chem. Co. (insecticides), **Valier**; The Emerson Elec. Mfg. Co. (fans, motors, air conditioners), **Haran**; Lion Oil Co. (petrol. & chem. prods.), **Yast**; Oyster Shell Prods. Corp. (crushed shells), **Schulenburg**; Phelan-Faust Paint Mfg. Co., **Yast**; St. Louis Dairy Co. **Valier**

##### RUTLEDGE & LILIENFELD\*

Ten Hundred Market St., St. Louis 1, Mo. Main 1-3252

##### Jahn G. Rutledge

Colonial Sugars, Diagraph-Bradley (shipping suppl.), Eagle Stamp Co. (trading stamps), A. C. L. Haase (olives), National Food Stores (super markets), Pevely Dairy Co. (dairy prods.)

##### WINIUS-BRANDON CO.\*

1706 Olive St., St. Louis 3, Mo. Chestnut 1-6380

##### Vernan L. Marelack, radio-tv dir.; Herbert P. Halpern, timebuyer

Bar-B-Quick Co. (frozen ribs, bacon), Carling's Beer, H. C. Cole Milling (flour), Deep Rock Oil (petrol. prods.), Endicott Johnson Corp. (shoes), Meeker Company (leather goods), Mexican-Am. Hat Co., Missouri-Kansas-Texas RR, Schlueter Mfg. (galvanized ware), Senoret Chemical Co. (Ant killer)

## MONTANA

#### GREAT FALLS

##### WENDT ADVERTISING AGENCY

618 Strain Bldg., Great Falls, Mont. Glendale 2-8581



**W. E. Wendt, Zelmo Hoy Schroeder**

Beatrice Foods (Magic Freeze, ice cream, milk, turkeys), Great Falls Breweries (Great Falls Select Beer), Midland Implement Co. (Norge, Zenith, Ironite), Montana Flour Mills (flour, feeds, Sapphire flour, Ceretana feed), Montana Physicians Service (Blue Shield)

## NEBRASKA

### OMAHA

#### **ALLEN & REYNOLDS\***

1300 W.O.W. Bldg., Omaha, Neb. Atlantic 1445

**Milt Stephon, radio-tv dir.; Don Amsden**

Carpenter Oil Co. (Coryell Gas), Fairmont Foods (dairy foods, frozen foods), Merchants Biscuit Co. (Supreme Salad Wafers and Club Crackers), Miller Chemical Co. (farm fertilizers), Missouri Valley Steel Co., Nebraska-Iowa Electrical Council, Omaha Public Power District, Paxton & Vierling Steel Co., P. F. Petersen Baking Co. (Peter Pan Bread), Sidles Conditioned Air Co., Tekseed Hybrid Co. (seed corn), Uncle Sam Breakfast Foods

#### **BOZELL & JACOBS, INC.**

510 Electric Bldg., Omaha, Neb. JA 8030

**F. C. Miller, exec. v.p. & gen. mgr.; Cloir Gross**

Mutual of Omaha, **Miller**; Ak-Sar-Ben Races, J. L. Brandeis & Sons, Center Bank, Easy Parking Co., First National Bank, Ray Gain Florist, Major Appliance Co., Marshall Nurseries, Metropolitan Utilities District, Andrew Murphy & Son, Nebraska Clothing Co., Omaha Steel Works, Byron Reed Co., Safeway Stores, Skinner Mfg. Co., Sidney Rodeo, Toek Yards National Bank, Storz Brewing Co., Schneider Pontiac, **Gross**

#### **THE CAPLES CO.**

1504 Dodge St., Omaha 2, Neb. Jackson 7795

**James D. Forris**

Union Pacific RR

#### **UNIVERSAL ADVERTISING AGENCY\***

311 South 15th St., Omaha 2, Neb. Jackson 8448

**James L. Lipsey, Millord H. Rosenberg**

Louis Alberts & Son (salad dressing) **Rosenberg**; American Propane Gas Co., **Lipsey**; R. W. Barnes & Sons (Gold Crest honey), **Rosenberg**; Blotcky Beverage Co., **Rosenberg**; Chardon Co. (furniture mfr.), **Lipsey**; Commercial Optical Co., **Rosenberg**; Dividend Oil Co., **Rosenberg**; L. G. Doup Co. (Serta mattress & furn.), **Lipsey**; Frito Midwest Co., **Rosenberg**; Frontier Homes

Corp. (trailer mfr.), **Lipsey**; Imperial Casualty & Indemnity Co., **Lipsey**; Jolly Giant Food Stores, **Rosenberg**; Maypers Department Stores, **Rosenberg**; Milder Oil Co., **Rosenberg**; Mutual Distributing Co. (toys), **Lipsey**; Provident Loan Co., **Rosenberg**; The Refinite Corp. (Refinite Sheldon Swimming pools), **Rosenberg**; Save Freeman Co. (dry cleaning equipment distributors), **Lipsey**

#### **ZIMMERMAN ADVERTISING AGENCY\***

923 Redick Tower, Omaha 2, Neb. Jackson 1014

**Brondt J. Zimmerman, Robert E. Beebe** Gate City Steel, **Zimmerman**; Irrigation Pump Co. (farm equip.), **Zimmerman**; Shavers Food Marts, **Zimmerman**

## NEW HAMPSHIRE

### MANCHESTER

#### **ED ST. AUBIN ASSOC.\***

1126 Elm St., Manchester, N. H. National 5-9631, 5-9632

**E. G. de St. Aubin, Kevin Cosh, Burton E. Nichols**

Associated Grocers of N. H., Association-Canada Americaine, Cote Bros. (Sunbeam bread), Foster Beef Co., Foster Frozen Foods, Pepsi-Cola Bottling Co. of Manchester, State Operating Co. (theaters, amusement parks)

#### **WESTON ASSOCIATES**

1126 Elm St., Manchester, N. H. National 3-7392

**Richard Williams, Mervin Weston**

MKM Knitting Mills, **Weston**; New Hampshire State Planning and Development Comm., **Williams**; United Mattress, **Weston**

## NEW JERSEY

### CLIFTON

#### **RIEDL AND FREED**

424 Lakeriew Ave., Clifton, N. J. Gregory 1-7900

**Robert J. Guthrie, medio dir.**

Bonat & Bonat (permanent waves, shampoo, etc.), Magle Products (ironing board covers, pressing cloths), Marcalus Mfg. Co. (Marcal paper products), G. N. Coughlan Co. ("Cops" Copper cleaner, Easy-Aid oven cleaner, Chimney Sweep)

### FANWOOD

#### **PRESS RELATIONS ORGANIZATION**

18 Fourth St., Fanwood, N. J. 2-8218

**Mori W. Dovey**

Olympic Park (Irvington-Maplewood)

### MONTCLAIR

#### **PAUL M. HEALY ADV. SERVICE**

516 Bloomfield Ave., Montclair, N. J. Pal-gram 1-1100

**Poul M. Healy**

Clipman Chemical Co. (Agricultural Chemicals), Little Falls Laundry Co.

### NEWARK

#### **A. H. P. ADVERTISING AGENCY\***

101 Market St., Newark, N. J. Mitchell 2-2515

**Joseph J. Pinkus**

Am. Healthards Co. (reducing tablets, weight gaining tablets), Remington Rand (mail order), Best Values (dolls, records)

#### **KARDONNE ADVERTISING AGENCY**

60 Brantford Place, Newark 2, N. J. Market 3-1257

**Joseph Kordonne**

Bedding Industry of America (mattresses), Quiet Heat Mfg. Corp. (oil burners)

#### **J. M. KESSLINGER & ASSOC.\***

37 Saybrook Place, Newark 2, N. J. Market 3-0007

**Mrs. H. C. R. Kesslinger**

O. E. Linck Co. (Di-Met Crab Grass Killer), Quicke Products (Quicke waterless hand cleaner)

#### **KEYES, MARTIN & CO.\***

11 Hill St., Newark 2, N. J. Market 3-1830

**Seymour Steinhordt**

House Detective (real estate develop.), Parts Unlimited (electronic chain)

### PLAINFIELD

#### **GREGORY RUFFA ADVERTISING**

201 E. Fifth St., Plainfield, N. J. Plainfield 5-7070

**Gregory Ruffo**

Q-W Laboratories (toiletries)

### SOUTH ORANGE

#### **REAST & CONNOLLY**

10 Sloan St., South Orange, N. J. South Orange 3-1616

**R. H. Connolly, E. George Chondler, Jr., R. Holdy**

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in 3 August SPONSOR  
which will include  
listings for  
New York City*



# 1957 TV and Radio Basics advertisers

ABC Radio	168, 169	KIOA, Des Moines	191	WILY, Pittsburgh	158
Ampex	233	KIT, Yakima	148	WINR-TV, Binghamton	48
Avery-Knodel	244	KNUZ, Houston	150	WINS, New York	178
BMI	224	KNX, Los Angeles	176	WIP, Philadelphia	203
Branham Company	259	KOB, Albuquerque	24	WISC-TV, Madison	83
CBC	10	KOIL, Omaha	193	WISN-TV, Milwaukee	107
CBS Film	26, 27	KOIN-TV, Portland	49	WJW-TV, Cleveland	81
CBS Radio	194, 195	KOLN-TV, Lincoln	137	WKBW, Buffalo	170
CBS-TV	12, 13	KONO, San Antonio	8	WKJG-WSJV, Elkhart	33
H-R	135	KOWH, Omaha	147	WKLO, Louisville	173
Harrington, Richter & Parsons	243	KPIX, San Francisco	28, 29	WKMI, Kalamazoo	171
Institute of Radio Engineers	231	KPQ, Wenatchee	164	WKNX, Saginaw	228
Kenyon Brown (KFEQ-TV)	95	KPRS, Kansas City	153	WKYB, Paducah, Ky.	239
Keystone Broadcasting	151	KRIIM, Los Angeles	146	WKZO-TV, Kalamazoo	99
Kudner Agency	3	KRNT, Des Moines	217	WLIL, Lenoir City	159
McCann Erickson	6, 7	KSAN, San Francisco	223	WLW, Cincinnati	240, 241
Meredith Group	199	KSEL, Lubbock	232	WMAZ, Macon	163
Merrill Lynch, Pierce, Fenner & Beane	60	KSL, Salt Lake City	152	WMCT, Memphis	32
Mid-Continent Group	FC	KSON, San Diego	243	WNAC-TV, Boston	5
Mid-Continent (WDGY)	138	KSTN, Stockton	154	WNCT, Greenville, N. C.	161
Mid-Continent (WHB)	14	KTBS-TV, Shreveport	34	WNEM-TV, Bay City	9
NBC Film	38, 39	KTVR, Denver	237	WOC-TV, Davenport	50
NBC Spot Sales	18, 19	KVLC, Little Rock	162	WOR, New York	207
NBC-TV	88, 89	KVOO-TV, Tulsa	45, 47, 49	WORL, Boston	176
NTA	55	KVOS-TV, Bellingham	34	WPRO, Providence	155
Official Films	62	KYW, Cleveland	BC	WPST-TV, Miami	75
RCA Equipment	114, 115, 221, 229	WAFB, Baton Rouge	149	WREN, Topeka	230
RCA Thesaurus	182, 183	WAOK, Atlanta	154	WREX-TV, Rockford	60
Rollins Broadcasting	186, 187	WAVZ, New Haven	215	WRGB, Schenectady	18C
Shamrock Pictures	59	WBNS, Columbus, O.	234	WRMA, Montgomery	148
Storer Broadcasting	142, 143	WBNS-TV, Columbus, O.	35	WROC-TV, Rochester	109
Telebroadcasters	211	WBT, Charlotte, N. C.	185	WRVA, Richmond	213
Westinghouse Broadcasting	252, 253	WBTB, Charlotte, N. C.	73	WSAZ-TV, Huntington	97
World Broadcasting	30, 31	WBUF, Buffalo	76, 77	WSEE, Erie	144
Ziv-TV	21, 22, 23	WCAU-TV, Philadelphia	235	WSGN, Birmingham	189
CKLW, Detroit	65	WCCO, Minneapolis	200, 201	WSOC-TV, Charlotte, N. C.	119
KAKC, Tulsa	191	WCCO-TV, Minneapolis	110	WSPD-TV, Toledo	25
KANV, Shreveport	158	WDBO-TV, Orlando	272	WSUN, St. Petersburg	57
KBIS, Bakersfield	162	WEAU-TV, Eau Claire	105	WTRF-TV, Wheeling	1FC
KCMC-TV, Texarkana	101	WERE, Cleveland	197	WTRL, Bradenton	153
KCRA-TV, Sacramento	79	WEW, St. Louis	239	WTVP, Decatur	236
KDAL-TV, Duluth	123	WFBL, Syracuse	219	WTVY, Dothan	177
KENS-TV, San Antonio	68	WFGA-TV, Jacksonville	103	WVEC-TV, Norfolk	58
KETV, Omaha	56	WGN-TV, Chicago	129	WWJ, Detroit	205
KFAC, Los Angeles	238	WGR, Buffalo	145	WWOK, Charlotte, N. C.	160
KGNC-TV, Amarillo	132	WGR-TV, Buffalo	91	WWTB, Cadillac	127
KHOL-TV, Kearney	20	WHIO, Des Moines	175	WXLW, Indianapolis	165
KIEM-TV, Eureka	46, 56	WHTN-TV, Huntington	85		
KIFN, Phoenix	159	WICH, Norwich	163		

Channel SIX maximum power

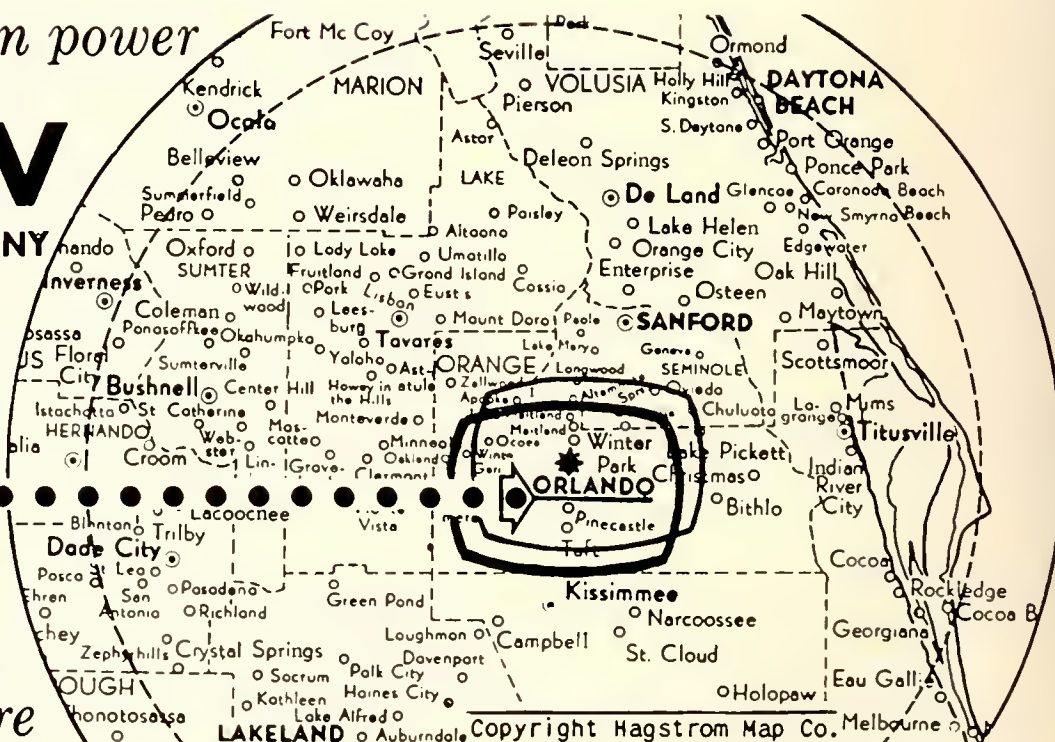
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